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## Minimum Advertised Price (MAP) Policy - AMMEX

AMMEX requires all customers to follow the AMMEX MSRP/MAP Guide when advertising our products. Advertised prices can be listed as high as the AMMEX MSRP, but not below the Ammex MAP (Minimum Advertised Price).

If MAP is not updated within five business days after written notice Ammex will hold orders until MAP is updated. As used in this MAP policy, "reseller" means any reseller, distributor, sales representative or dealer.

1. You shall not list AMMEX products on any third-party website, such as Amazon, eBay, Overstock, etc. or any others, without prior written consent.
2. This MAP policy applies to all advertisements of AMMEX products in any and all media, including, but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, internet or other electronic media, television, radio, and public signage. This MAP policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customers.
3. The inclusion in advertising of free or discounted products, with a product covered by this MAP policy, would be contrary to the MAP policy if it has the effect of discounting the advertised price of the covered product below the Minimum Advertised Price.
4. If pricing is displayed anywhere other than a brick-and-mortar-retail store, any strike-through or other alteration of the Minimum Advertised Price is prohibited.
5. This MAP policy does not establish maximum advertised prices. All resellers may offer products at any price in excess of the Minimum Advertised Price.
6. The MAP policy does not, in any way, limit the ability of any reseller to advertise that "they have the lowest prices" or, they "will meet or beat any competitors' price," that consumers should "call for a price" or phrases of similar meaning as long as the price advertised or listed for the product is not less than the Minimum Advertised Price.
7. If a reseller with multiple store locations violates this MAP policy at any one store location, or on any associated website, then AMMEX will consider this to be a violation of this MAP policy by the reseller.
8. AMMEX is solely responsible for determining whether a violation of the MAP policy has occurred, as well as for determining appropriate consequences and sanctions.
9. Waivers to the MAP policy may be granted by AMMEX in a written waiver, signed by the CEO.
10. AMMEX monitors the advertised prices of resellers, either directly or via the use of third-party agencies or tools. Resellers are expected to provide reasonable cooperation in any investigations regarding possible MAP policy violations. Hindering, obstructing, delaying, or otherwise failing to cooperate with a MAP policy investigation is a violation of the MAP policy.
11. The MAP policy will be enforced by AMMEX in its sole discretion and without notice. Resellers have no right to enforce the MAP policy.

All questions related to the MAP policy should be directed to: [mappolicy@ammex.com](mailto:mappolicy@ammex.com)