

January 1, 2013

MAP GUIDELINES & PROCEDURES

MINIMUM ADVERTISED PRICE = CATALOG LIST PRICE

This means your advertised price **MUST MATCH TO THE PENNY!**

MAP applies to items in the Boos Block, Cucina and KCT lines only.

MAP does not apply to Poly boards, Stainless Work Tables, Sinks, BDL, Restaurant tabletops

Our MAP procedures should be adhered to on all sites (i.e. dealer sites, Amazon, eBay, etc.)

Dealers advertising John Boos & Co. products on Amazon or eBay will not be allowed to drop prices, price match or offer special discounts to compete with each other. Any dealer not in compliance with our list prices while advertising on one of the above sites, and therefore violating our contractual agreement, will have their account information turned over to the V.P. of Sales for possible termination.

MAP/List prices cannot have lines, slashes or any marks through it.

Items cannot be shown at a discounted price once placed in the shopping cart.

Coupons and/or discount codes cannot be used for John Boos & Co. merchandise.

If a site coupon is available, a disclaimer must indicate the discount does not apply to John Boos & Co. merchandise. *This includes extra discounts for utilizing Google Checkout, Bing, PayPal, etc.

Price matching a competitor's site is not allowed.

An offer of free or reduced price John Boos items with purchase of other items is prohibited.

Our violation policy has changed this year. Please read carefully, as EVERY ACCOUNT WILL BE HELD ACCOUNTABLE ACCORDING TO THESE RULES...NO EXCEPTIONS!

***First violation:** (regardless of dollar amount or quantity of items): Automatic one-week reduction of discount structure by 10%, regardless of when the pricing is changed.

***Second violation:** Automatic two-week reduction of discount structure by no less than 10%, regardless of when the pricing is changed.

***Third violation:** Recommendation to the V.P. of sales for suspension of retail buying privileges. All orders in our system will be held (this includes items already entered) until a decision is made regarding the future of the account.

Invoices must be paid according to the discount structure entered on the order.

We will indicate on an order if a discount reduction occurred. The Online Management department will work with our Credit department to clear up any unpaid invoices due to MAP issues. If not paid according to the amount on our invoice (due to MAP discount structure reduction), legal action may be taken, as it will be in violation of our contractual agreement.

Mailing Address

John Boos & Co. P.O. Box 609 Effingham, IL 62401, U.S.A.



*John Boos & Co.
Online Management Department
E-Mail: onlinemanagement@johnboos.com
Web Site: www.johnboos.com*

January 1, 2013

Advertised pricing for John Boos & Co. products on the internet must comply with Minimum Advertised Prices (MAP), as per the current MSRP, applicable to Boos Blocks, Cucina Americana and KCT price lists. Please see the index of our current price list (dated February 1, 2012) indicating Boos Blocks and Gourmet Furnishings products and page numbers.

The second page of this document lists the guidelines and procedures for our 2013 MAP program. Please review these carefully, as some rules and repercussions have changed. If you are advertising our retail products, WE MUST HAVE A SIGNED CONTRACT ON FILE FOR THE CURRENT YEAR! We will keep track of what accounts have contracts on file and recommend our customers to those dealers first.

In the event that you fail to comply with MAP requirements, John Boos & Co. shall have the unilateral right to terminate any further sales to your company. This termination is non-negotiable. Purchase of John Boos & Co. products after January 1, 2013 shall constitute the acceptance of these terms and your agreement to comply with MAP guidelines set forth in this notification.

Violation notifications, questions and concerns should be directed to our Online Management department at onlinemanagement@johnboos.com. Utilizing this email address will expedite any issues or questions you may have, as all other departments will forward emails to this department for processing.

Please sign and date this notification. Return to us by fax (800.433.2667), mail (PO Box 609 Effingham, IL 62401) or email (onlinemanagement@johnboos.com). Please mark to the attention of Melissa Emmerich in the Online Management Department. You may reach me via e-mail at Tedjr@johnboos.com.

Warm Regards,

Ted Gravenhorst
Vice President Sales & Marketing
John Boos & Co.

ACCEPTANCE:

Company Name

Authorized Signature

Printed Name

Title

Date

Mailing Address
John Boos & Co. P.O. Box 609 Effingham, IL 62401, U.S.A.