



**Appendix A - Manufacturer Advertised Price Policy (MAPP)**

**Manufacturer Advertised Price Policy (MAPP)  
Effective January 15, 2016**

All Spears® Manufacturing Company ("Spears®") resellers are required to follow our MAPP guidelines with regards to all advertising (except as otherwise provided), including internet, print and media advertising. This policy includes all advertised prices for Spears® Products be at our Manufacturers Suggested Resale Price as stated in official Spears® internet, print and media releases. There are no limitations or restrictions on the actual sales pricing authorized Spears® resellers provide to their customers.

Spears® reserves the right to reduce or eliminate discounts or incentive payments with respect to any Spears® product advertised in violation of Spears® MAPP.

The MAPP has been unilaterally adopted, and will be unilaterally enforced by Spears®. It is entirely within the discretion of each Reseller to adhere to Spears® MAPP and no agreement of adherence is being sought.

All inquiries concerning Spears® MAPP should be directed to the appropriate Regional Sales Manager or Spears® Corporate Headquarters at 818-364-1611.

The use of Spears® product images, technical information and trade names is by authorization of Spears® Manufacturing Company. Any other use without prior consent of Spears® Manufacturing Company is prohibited.