



MINIMUM ADVERTISED PRICE POLICY

Effective Date: April 1, 2011

Cash Register Sales, Incorporated, 4851 White Bear Parkway, Saint Paul, Minnesota, 55110, U.S.A. ("CRS") is adopting a Minimum Advertised Price Policy ("MAP Policy") with regard to certain products to preserve its strong reputation as a premium brand, avoid destructive intra-brand channel conflict, and enhance pre and post sale service and support. The MAP Policy will apply to the prices ("MAP Prices") at which the products set forth on Schedule A to this MAP Policy may be publicly advertised. This Policy applies to all CRS distributors, dealers and retailers, including, but not limited to Internet retailers, catalog sales and other forms of channel resellers (collectively, "Resellers") who resell the products of Schedule A to resellers, retailers and end users located in North America.

This MAP Policy has been unilaterally adopted by CRS and will be uniformly enforced. The terms of this MAP Policy are not negotiable and will not be modified for any Reseller.

The MAP Policy:

1. The MAP Policy applies only to the products set forth in Schedule A hereto and is not applicable to products not included on Schedule A. CRS will provide MAP Prices to Resellers via email and/or CRS website.
2. CRS reserves the right in its sole discretion to modify or change MAP Pricing from time to time on thirty (30) day notice to Resellers and to modify, suspend or discontinue the MAP Policy in whole or in part at any time. Modifications or changes in MAP Prices or the MAP Policy will be communicated to Resellers by a notice via email and/or as posted on the CRS website. It is the Reseller's responsibility to regularly check the Dealer Log-In area on the CRS website at www.crs-usa.com for any modifications or changes in MAP Prices or the MAP Policy.
3. **This MAP Policy applies only to advertised prices for the products set forth on Schedule A from time to time and specifically does not apply to the price at which such products are actually sold or offered for sale (other than through the prohibited methods set forth herein) to prospective purchasers.** Resellers remain free to sell the products set forth on Schedule A at any prices they elect or to advertise such products at prices higher than the MAP Price established by CRS from time to time. Internet auctions may not display, or have reserved bid or other acceptable prices below the MAP Price.
4. **The MAP Policy applies to:**

All advertisements or other promotional materials for the products set forth on Schedule A, as amended from time, set forth in any and all media, including, without limitation, flyers, posters, coupons, gift cards, rebates, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic communications media, including websites, email, email newspapers, email solicitations, social networking sites (YouTube, Facebook, Twitter), television, radio and public signage. The foregoing prohibitions are applicable to public displays including public signage, tradeshows, conventions or other similar assemblies. Internet auctions may not display, or have reserved bid or other acceptable prices below the MAP Policy pricing.

5. The MAP Policy does not apply to:

Any in-store advertising that is displayed only in a reseller's commercial retail establishment and not distributed to any prospective customers. In-store displays, point of sale signs, hang tag, shelf code, bar codes or similar marks on products or product packaging which state the retail price are not prohibited for purposes of this MAP Policy. Similarly, the MAP Policy does not apply to, (i) a website shopping cart as long as the product was placed in the shopping cart by a customer who clicked or selected "order" or "add to cart" or a comparable command, or (ii) responses to requests for pricing made either by email or telephonically. All Resellers must, however, retain a copy of the email or contemporaneous notes of the telephone conversation including the inquirer's name and telephone number and provide a copy to CRS on request. Nothing contained in this MAP Policy shall prevent any Reseller from advertising any promotional program specifically authorized in writing by CRS. Offering free freight or advertising discounted prices for products that are bundled with third party products would not violate this MAP Policy and are not prohibited.

6. Violations.

- a. In cases of a violation of the MAP Policy, a Reseller will be allowed forty-eight (48) hours to cure the violation. In the event the violation is not cured within the applicable time period, CRS reserves the right to withhold any orders destined for the Reseller until such time as the violation is cured.
- b. For a second violation, CRS, in addition to withholding orders, may suspend the Reseller's purchasing rights of products for a period of thirty (30) days.
- c. For a third violation, CRS may withhold orders, suspend the Reseller's purchasing rights and access to the Dealer Log-In area of CRS' website indefinitely and/or terminate any agreement with the Reseller.

CRS is not seeking agreement from any Reseller to adhere to this MAP Policy. It is entirely within the discretion of the Reseller whether to comply or not. No employee or sales representative of CRS has the authority to modify this MAP Policy. Any questions about the MAP Policy or MAP Prices must be in writing and directed to David Sanders, President, CRS, 4851 White Bear Parkway, Saint Paul, Minnesota 55110 U.S.A. No verbal discussions or communications concerning the MAP Policy or MAP Prices will be undertaken.

Authorized CRS Distributors of products will supply a copy of this MAP Policy to any new or existing Reseller.