

## MINIMUM ADVERTISED PRICE POLICY

1. The purpose of our Minimum Advertised Price (MAP) policy is to ensure that all resellers of our Culhane training manuals are able to profit from reselling our products and to ensure that the high value of our products and our reputation for high quality products is reflected by the advertised retail price.
2. Our MAP policy applies to all distributors, dealers, retailers and resellers that resell our publications in Canada and the USA. Distributors that re-sell our products to secondary dealers, retailers or other resellers will be held responsible for any breach of this MAP policy by such secondary dealers, retailers or other resellers as if the distributor themselves have breached our MAP policy.
3. Our MAP policy requires that all current editions of Culhane aviation training manuals (and combination packs based on Culhane training manuals) be advertised at no lower price than the suggested retail price for current editions of our manuals and combination packs as specified on our website and/or current dealer price list.
4. Our MAP policy requires that the most recent past/expired edition of our manuals be advertised at no lower price than 50% off the suggested retail price of the past/expired edition; the suggested retail price is specified on the rear cover of each edition. An edition becomes a past/expired edition once superseded with the release of a current edition of our publications.
5. Our MAP policy applies to all advertising of our products in any and all media including, without limitation, advertisements, catalogues, inserts, posters, coupons, magazines, internet websites, online stores, email offerings, social media etc. In-store point of sale displays, price tags, bar codes etc. which merely state the price are not considered "advertising". Discounted trade prices/wholesale prices intended for resellers in the form of dealer catalogues, dealer price lists, volume based trade discounted prices etc. not offered to the general public are not considered "advertising" for the purposes of our MAP policy.
6. Product bundling of our products such that our products are advertised at a lower price than suggested retail from our website or current Culhane products price list is a violation of this MAP policy.
7. If pricing is advertised, any strike through or other alteration of the minimum advertised price is prohibited.
8. Our MAP policy applies only to advertised price and does not apply to the price at which our products are actually sold or offered for sale to an individual consumer at the re-seller's location, over the telephone or internet. Resellers of Culhane training manuals remain free to sell our MAP products at any price they wish.
9. Our MAP policy does not create maximum advertised prices and resellers of Culhane products are free to advertise our products at any price above our MAP as they wish.
10. An advertisement that states or implies that any of our products covered by this policy will be sold at a price that is less than suggested retail violates this policy. Advertisements containing phrases such as "click for price", "email for best price", "call for lowest price" or other similar phrases that imply that the price will be below suggested retail are a violation of this policy. For purposes of internet sales, the entire website including the "shopping cart" or similar website location will be considered part of the advertisement if it can be accessed by links contained on or within the primary website.
11. For non-compliance with this MAP policy, we will unilaterally and without notice terminate re-seller privileges for a period of one year (365 days).
12. We reserve the right to alter or amend this MAP policy at any time without notice and in our sole discretion.

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