

Minimum Advertised Pricing Policy

Midwest Optical Systems has unilaterally adopted this Minimum Advertised Pricing (MAP) Policy, effective June 20, 2014, applicable to its distributors' advertising of Midwest Optical Systems, Inc. products.

We greatly appreciate your efforts to preserve Midwest Optical Systems' reputation.

Objectives:

- To ensure that our distributor-product relationships are fair and consistent.
 - To maintain the proper positioning of Midwest Optical Systems' products in the marketplace.
1. The MAP for all MidOpt filters shall be no less than the published list price available in the MidOpt price sheet. MAP pricing is established by MidOpt and may be adjusted by MidOpt at its sole discretion.
 2. The MAP policy applies to all advertisements of MidOpt 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, hand-held device applications or similar electronic or digital media.
 3. From time to time, Midwest Optical Systems Inc. will authorize the sale of certain product at below MAP pricing limited to the discount promotion amount and length of time determined by Midwest Optical Systems, Inc.
 4. If pricing is displayed, any strike-through or other alteration of the Minimum Advertised Price is prohibited.
 5. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to a customer.
 6. MAP does not establish maximum advertised prices. All distributors and dealers may offer MidOpt products at any price in excess of the MAP.
 7. Distributor acknowledges that all trademarks of Midwest Optical Systems, Inc. are the property of Midwest Optical Systems, Inc., and Distributors shall hold those trademarks and use advertising materials provided by Midwest Optical Systems, Inc. in an authorized manner only.
 8. Intentional or repeated failure to abide by this policy will result in termination of dealership. MidOpt does not intend to do business with distributors or dealers who degrade the image of MidOpt and its products. It is MidOpt's sole discretion whether or not to provide prior notice or issue warnings before taking any action under this policy.

This MAP policy has been established by Midwest Optical Systems, Inc. to help ensure the legacy of MidOpt as a leading producer and distributor of precision optical filters, lenses and accessories and to protect the reputation and preserve the value of its name and products. The MAP policy is also designed to ensure distributors have the incentive to invest resources into services for MidOpt customers. Please indicate your acknowledgement and understanding of this policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below.

Sales representatives of MidOpt products shall supply a copy of the MidOpt MAP policy to any new or existing distributor to be filled out, acknowledged and returned to MidOpt. This form shall be signed and returned to MidOpt and in doing so, will bind the distributor to abide by the MAP and distributor requirements spelled out in this document.

Acknowledged by:

Company Name

Additional Operating Company Names

Principal name printed

Principal Signature

Date Signed

Address

City/State/Postal Code

Country

Phone

Email

Website(s)