JLMarine SYSTEMS, INC.
www.jlmarinesystems.com

POWER-POLE SHALLOW WATER ANCHOR
www.power-pole.com

greenmarine 100% biodegradable marine hydraulic fluid
greenyourboat.com

Minimum Advertised Pricing (MAP) Policy

JL Marine Systems, Inc. (JLM) has worked hard to ensure that all (" Boat Manufacturers") provide end consumers of JL Marine products™ with the kind of advise, service, knowledge, and support necessary to maintain the high level of customer satisfaction developed over the years. JLM has concluded that certain types of advertising can affect our goodwill and is damaging to the standards and reputation that JL Marine products have achieved. Therefore, JLM is establishing a Minimum Advertised Price ("MAPS") policy.

Objectives:

1. To ensure that our dealer-product relationships are consistent and value based.
2. To maintain the proper positioning of JL Marine products in the marketplace.

The MAP Policy: Boat Manufacturers may advertise JL Marine products at or above the minimum advertised price. **The MAP is equal to the MSRP** displayed in our website and catalog. For purposes of the MAP Policy "advertising" means any advertising through authorized media. Authorized media consists of billboards, newspapers, magazines, catalogs, brochures, direct mail, retail flyers, television, radio, e-commerce, and Dealer internet sites or any other method which uses the hypertext transfer protocol ("http") or any internal link to a web based shopping cart is considered advertising for the purposes of this policy.

Advertising that does not mention the MAP or higher price violates the MAP Policy. Any price with a "strike through" treatment is not considered a proper display of the MAP or higher price. Any advertised price, discounts such as coupons, or free accessories resulting in an effective advertised price for JL Marine products at less than the MAP will constitute a violation of the MAP Policy. A Dealer who advertises bundles of products, which include JL Marine products, must advertise the price or value of the JL Marine products at or above the MAP. For example, the advertised bundle should say "includes JL Marine product, which has a suggested retail price of $XX.00 (or higher)". **It is (JLM)'s unilateral policy to cease supplying products to any Dealer who offers any JL Marine product on an internet auction site!**

The MAP Policy applies only to the dealer's advertised prices, not **selling** prices. Boat Manufacturers are free to sell JL Marine Products at whatever price they choose.

JLM, Inc will monitor compliance with this policy. JLM may, at it own discretion, stop supplying product to any Dealer found to be in violation of the MAP Policy.

If a Dealer has any questions about whether a planned advertisement complies with this policy please contact JL Marine Systems, Inc. at (813)-689-9932 for guidance.

Dealer initials _____. Date _____.