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MAPP Policing Policy

Dear valued Distributors, Dealers and Retailers.

To protect Midnite Solar's brand name, reputation for superior technology and quality products, Midnite Solar is adopting MAPP (Minimum Advertised Pricing Policy) for all new products being released, effective 3/24/22.

All products listed in the MAPP pricing guide are available from Midnite Solar or our authorized distributors, dealers and retailers.

This policy pertains only to advertised pricing and does not relate to the actual sales price of any product. This policy applies to all Midnite Solar authorized distributors, dealers and retailers.

1. It is Midnite Solar's policy to stop shipment of all products for a period of 30 days or as otherwise determined by Midnite management to any distributor who sells to a dealer/retailer/installer (here after referred to as "dealer") whose advertising of the product fails to prominently display the MAPP or greater. A second occurrence is a 60 day probation at Midnite's election, a third occurrence is an indefinite discontinuation of any further sales.
2. This policy applies to all forms of distributor, dealer or retailer advertising including mailings, catalogs, displays at consumer trade shows, on-site brick and mortar locations, internet sales, and any other type of electronic network.
3. MAPP pricing applies to all listings on third party websites such as but not limited to Amazon.com, Ebay.com, and Google.com
4. If MAPP pricing is posted, there shall be no alteration of said price using strike through or other methods of modification to the displayed MAPP price- or contains a price lower than the minimum advertised price set forth in the MAPP price sheet.
5. If necessary Midnite Solar will police its MAPP through purchases from any offending entity to trace the serial number of the product through the sales channel. Distributors who are found to be enabling violations of the MAPP may be required to purchase the product back at full manufacturer's suggested retail price (MSRP).

6. When advertising a price it is not permissible to use leading language or other means to indicate that any price lower than MAPP is available. Examples of language that is NOT permitted includes but is not limited to:
 - a. Click here for your price
 - b. Price too low to print
 - c. Price too low to advertise
 - d. Click for lower price
 - e. Click for our price
 - f. Click here for special pricing
 - g. See price in cart

7. All reference to Midnite Solar MAPP are to include “Package Pricing” where the sum total of all our products included in the “package” must meet the requirements of our MAPP.

8. Midnite Solar will not accept an other agreement or understanding with our distributors or dealers with respect to this policy. It will not be altered for any distributor or dealer.