

TEKTON[®] Minimum Advertised Price Policy

Tekton is known for consistent retail prices that are reasonable, competitive, and coherent across the product line. Our retail partners are carefully selected representatives of the Tekton brand. Accordingly, we require retailers to offer Tekton products at our Manufacturer Suggested Retail Price, except when advertising a Tekton-sponsored promotion. This pricing policy makes shopping for Tekton easier, encourages trust in the brand, and allows enough margin for retailers to offer the impressive service and support that Tekton users expect.

We will act unilaterally to enforce this policy by taking steps up to and including terminating our relationship with retailers who do not comply. Current items and their associated MSRPs can be viewed on our website, [Tekton.com](https://www.tekton.com). We can also provide a list of all Tekton MSRPs.

The following four points further describe the details of our policy:

1. If a retailer offers an item for a price more than \$1 below MSRP, other than when advertising a Tekton-sponsored promotion, we will typically send a written notice reminding the retailer of our policy and requesting compliance.
2. If a retailer repeatedly disregards requests for compliance and remains more than \$1 below MSRP, other than when advertising a Tekton-sponsored promotion, we may respond in one or more of the following ways: stop supporting that retailer's marketing efforts; stop offering some or all products to that retailer; end the relationship with that retailer entirely.
3. We will consider a retailer's adherence to our pricing policy as an important factor among many when evaluating our relationship with that retailer. The entirety of the retailer's conduct, reputation, policies, and more will be considered in deciding upon appropriate action in the interests of Tekton's brand reputation and the best end user experience. Prices consistently above MSRP are also a negative factor when evaluating retailer conduct.
4. This is not an agreement between Tekton and any retailer. We have unilaterally adopted this policy to support our brand and will not negotiate specific retail prices with retailers. We will consider the advertised price to be the price offered on any sign, price sticker, website, advertisement, or similar publication. Special deals, bundles, and other discounts will be treated as reductions in the price.