



2266 Crosswind Drive, Prescott AZ, 86301 PH: 928/771-8422 Fax: 928/771-8322



**2013 MAP Policy
(Minimum Advertised Price)
Effective July 1st, 2013 – Supersedes all previous versions**

MAP Program:

Midway Industries, Inc. (“Midway”) designs, develops, and manufactures Centerforce® Clutches, Dual Friction®, DFX®, LMC Series, and DYAD DS® Multi-Disc clutches, along with flywheels and other accessories to the highest quality. In order to protect the value and integrity of the above stated product lines; Midway has implemented a Minimum Advertised Price (“MAP”) program. This program is designed to prevent price-based advertising that erodes the name and reputation of Midway and related products. In addition, our MAP program protects authorized distributors by giving everyone an equal opportunity at available business and allowing customers to choose based on quality of service and other competitive factors.

MAP Participation & Benefits:

All Midway authorized dealers and distributors (direct and non-direct) in the United States and Canada are required to participate in the MAP program in order to use any of the following Midway intellectual property rights in connection with advertising, sale and other promotion(s) of Midway products (the “Midway IP”). Midway IP includes the registered trademarks Centerforce® Clutches, Dual Friction®, DFX®, LMC Series, and new DYAD DS® trademark; as well as logos, images, part numbers, descriptions, advertising copy, written promotional strategies, drawings, specifications, test results, instructions, videos, vehicle application data, and any other marketing information or promotional materials containing the Centerforce® Clutches, Dual Friction®, DFX®, LMC Series, and DYAD DS® trademarks. The Authorized Dealer Marketing Allowance discount will be included in the final price for product.

Note: This policy will be applied to all current and future product and IP for Midway Industries, Inc.

MAP Pricing Level:

Any and all Midway products are to be advertised at or above the MAP level effective as of the run date(s) of the advertisement. “Add to cart”, “Click to see price”, “Instant Rebate”, “Coupon Codes” and any other advertised discount that cause the advertised net price to drop below the MAP level are considered violations. A MAP price file is available upon request or can be downloaded at <http://CFTerms.centerforce.com>. Midway refers to “RMP” Retail Map Price for the MAP price column in all data provided by Midway. Please understand and do not confuse *advertised* price with selling price. Dealers may sell for whatever price they choose in a face-to-face retail location, over the telephone, or in response to a consumer inquiry. Dealers are entirely free to set their own transaction prices for any and all Midway, Inc. products.

This program/policy applies to all forms of public or customer advertising including but not limited to television, radio, print advertising, catalogs, letters, coupons, internet advertising, email, solicitations, websites, social media, or online auctions.

Midway Industries, Inc. reserves the unilateral rights to modify, extend or discontinue this MAP policy at any time and without notice. For the current and enforced policy please direct your browser to <http://CFTerms.centerforce.com>



2266 Crosswind Drive, Prescott AZ, 86301 PH: 928/771-8422 Fax: 928/771-8322



Non Compliance:

Midway product advertisements are monitored by Brand Protection Agency (“BPA”) [see www.brandprotectionagency.com]. BPA is directly involved with the actions taken towards dealers, distributors and unauthorized resellers which are in violation of Midway’s MAP program. Midway reserves the right to take all unilateral actions it deems appropriate to maintaining desired distribution channels and protecting the historic value of our brands. This may include (with or without prior notice), suspension of IP use rights, requiring take down of all advertising violations, loss of authorized dealer status, and authorized dealer benefits. Violations and Midway’s unilateral response may include but are not limited to the MAP violations and actions described in the Authorized Dealer Program. For more information on this program or becoming an authorized dealer please visit <http://CFTerms.centerforce.com> or email http://MAPInfo@centerforce.com.com.

Midway Industries, Inc. reserves the unilateral rights to modify, extend or discontinue this MAP policy at any time and without notice. For the current and enforced policy please direct your browser to <http://CFTerms.centerforce.com>