



**ACE PUMP
CORPORATION**

RELIABILITY
PERFORMANCE
PRODUCTIVITY

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Minimum Advertised Price Policy

Ace Pump Corporation ("Ace") has unilaterally adopted this Minimum Advertised Price ("MAP") policy applicable to all sales of Ace Pump products in the United States, effective August 1, 2025. Ace Pump has invested substantial time and money in developing high quality products, in advertising and promoting its products and in establishing a nationwide distribution network. Ace has instituted this policy to protect the market reputation of its products, to ensure the long term viability and reputation of its products, to help protect the investments of customers who provide valuable services by stocking, advertising and promoting Ace Pump products and to better compete with other brands.

We greatly appreciate the efforts of all resellers to distribute our products and support their customers.

The MAP policy applies as follows:

1. The MAP for all Ace products shall be 40% off the published list price in the latest [Ace Pump Price List](#). MAP pricing is established by Ace and may be adjusted by Ace at its sole discretion.
2. The MAP policy applies to all advertisements by any customer, either directly or indirectly, of Ace 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 or other electronic media, television, radio, and public signage. The MAP policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customer(s).
3. The inclusion in advertising of free or discounted products with a product covered by the MAP policy is contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.
4. If pricing is displayed, any strike-through or other alteration of the MAP 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 an individual customer. Ace distributors and dealers remain free to sell these products at any price they choose.
6. MAP does not establish maximum advertised prices. All distributors and dealers may offer Ace products at any price in excess of the MAP.
7. Ace will invoke all aspects of this policy for all products with regard to any customer who advertises or promotes any Ace product in violation of this policy.

Failure to abide by this policy will result in discount adjustment or termination of distributorship at Ace's discretion. Ace does not intend to do business with distributors or dealers who degrade the image of Ace and its products. Ace is not required to provide prior notice or issue warnings before taking action under this policy.

Ace does not ask for and will not accept any assurance of compliance or agreement from a customer regarding this policy nor will Ace discuss any conditions on acceptance related to this policy.