



## **KING TECHNOLOGY, INC. MINIMUM ADVERTISING PRICE POLICY (MAP)**

King Technology, Inc. (KTI) is the manufacturer of the FROG® mineral based pool and spa care products offering the best water quality with easy to replace components that drive aftermarket sales for retailers. KTI has adopted this policy to protect and strengthen our well known FROG brand, to seek to mitigate potential risks related to product safety and quality, and to encourage our dealers to provide services to our customers commensurate with the reputation for quality and goodwill our customers associate with our products.

This policy is not a contract, nor an offer to form a contract. Instead this policy describes the terms under which KTI may, in its sole discretion and within its rights under the law, continue to supply to you our products, allow you to use our valuable intellectual property, including KTI's well-known trademarks, trade dress, advertising and product images (KTI Proprietary Rights), or to participate in any promotional, rebate or discount programs and/or carry special promotional products.

It is our policy that any advertisements of a KTI product listed on KING TECHNOLOGY, INC. MINIMUM ADVERTISING PRICE POLICY (MAP) Schedule A, must not be below the MAP price, net of any promotions, discounts, or rebates for that product listed in the schedule.

MAP pricing is as set forth on Schedule A except for any promotional prices communicated by KTI. This only applies to promotions communicated by KTI and any exceptions to the policy made by individual employees, sales agents, distributors, or other persons are not valid.

**IF YOU CHOOSE NOT TO COMPLY WITH THIS POLICY, KTI RESERVES THE RIGHT, AT ITS SOLE AND ABSOLUTE DISCRETION AND IN ACCORDANCE WITH APPLICABLE LAW, TO TERMINATE YOUR SUPPLY OF KTI PRODUCTS AND REFUSE FUTURE SUPPLY, TO TERMINATE YOUR PARTICIPATION IN ANY KTI PROMOTIONAL PROGRAMS, AND, IF A KTI BRAND IS MISREPRESENTED, TO REQUIRE YOU TO REMOVE ALL KTI PROPRIETARY RIGHTS FROM YOUR WEBSITE AND ADVERTISING MATERIALS.**

KTI reserves the right to change, modify or discontinue this policy at any time at our sole discretion, and no reseller of our products may rely on its continued existence, or upon KTI's enforcement of its terms. KTI also reserves the right to take any other action we deem necessary to prevent the use of any KTI proprietary rights in the sale or advertisement of unlicensed, infringing or counterfeit merchandise.

This MAP policy is available at [www.kingtechnology.com/MAP/map.htm](http://www.kingtechnology.com/MAP/map.htm). If you have any questions concerning the MAP policy, please direct them to us in writing only at [MAP@kingtechnology.com](mailto:MAP@kingtechnology.com). KTI will not respond to questions concerning our MAP policy submitted in any other manner.

Attachments:

1. Schedule A: Product MAP
2. Schedule B: Online Auctions



## Schedule A: King Technology, Inc. MAP

Product	Order SKU*	Unit MAP**
FROG® @ease® In-Line Sanitizing System	01-14-3276	\$47.95
FROG @ease SmartChlor® Cartridge (for In-Line Systems)	01-14-3272	\$14.25
FROG @ease Mineral Cartridge (for In-Line Systems)	01-14-3280	\$29.49
FROG @ease Floating Sanitizing System	01-14-3256	\$42.95
FROG @ease Floating SmartChlor Cartridge 3 Pack (for Floating Systems)	01-14-3258	\$42.95
FROG @ease Sanitizing System for Bullfrog Spas	01-15-7512	\$47.95
FROG @ease SmartChlor Cartridge 3-pack for Bullfrog Spas	01-15-7518	\$42.95
FROG BAM® 90 Day Algae Preventative	01-10-5060	\$28.95
FROG Leap® All-Out®	01-10-7872	\$28.95
FROG Leap Anti-Bac Mineral Pac® 25K	01-12-7822	\$92.95
FROG Leap Anti-Bac Mineral Pac 40K	01-12-7852	\$113.95
FROG Leap Pool Wake-Up!®/ Hibernation®	01-10-7858	\$46.95
FROG Leap Torpedo Pac®	01-03-7937	\$20.95
FROG Leap Torpedo Pac - 4 lbs.	01-03-7833	\$34.95
Flippin' FROG®†	01-12-8412 †	\$28.95
	01-12-8406 †	
Flippin' FROG Replacement Chlorine Cartridge†	01-03-8350 †	\$10.49
	01-03-8356 †	
Flippin' FROG XL®†	01-12-8606 †	\$56.95
Flippin' FROG XL Replacement Chlorine Cartridge†	01-03-8550 †	\$20.95
INSTANT FROG®	01-18-4406	\$99.95
	01-18-4408 ‡	
	01-18-4410 ‡	
POOL FROG® Bac Pac	01-03-5880	\$20.95
POOL FROG Mineral Reservoir Series 5400	01-12-5462	\$113.95
POOL FROG Mineral Reservoir Series 6100	01-12-6112	\$92.95
POOL FROG Pac 540C	01-03-5613	\$49.95
FROG Serene™ Bromine Cartridge (150g); SPA FROG® Bromine Cartridge (150g)	01-14-3824	\$10.49
FROG Serene Bromine Cartridge (200g); SPA FROG Bromine Cartridge (200g)	01-14-3829	\$12.95
FROG Serene Cartridge Kit (1 Mineral / 3 Bromine); SPA FROG Cartridge Kit (1 Mineral / 3 Bromine)	01-14-3856	\$57.80
FROG Serene Mineral Cartridge; SPA FROG Mineral Cartridge	01-14-3812	\$29.49

\*Case quantity order numbers

\*\*MAP applies to each individual unit regardless of the number of units packaged. Multipack and Bundled MAP must be equal to or greater than the sum total of its component's unit MAP.

Examples:

- Multipack: FROG BAM 2-Pack MAP = \$57.90 (2 x \$28.95)
- Bundle: 2 FROG Serene Mineral + 7 FROG Serene Bromine Cartridges MAP = \$132.41 (2 x \$29.49 + 7 x \$10.49)

† MAP does not apply to the noted products July 15 through December 31.

‡ INSTANT FROG Bulk (Service Frog) is packaged for service companies only and is not labeled for individual retail sale.

*Effective: October 1, 2019 - Subject to change without notice*



## Schedule B: Online Sales

- King Technology, Inc. (KTI) does not allow our copyrights, trademarks, trade dress, text, or other intellectual property ("KTI IP") to be used without KTI's authorization, except for fair uses that may not be prohibited under applicable law. Sellers of our products also may not misrepresent any warranty information, nor make any false or misleading statements regarding any affiliation with, or endorsement by, KTI. KTI reserves the right to take any and all permissible action against offending parties in connection with unauthorized use of KTI IP or false or misleading statements, including refusal to supply and legal action as may be permitted by applicable law.
- All KTI products offered for auction online or for sale through an online liquidator or online shopping engine must have a clearly displayed Price that complies with our MAP Policy.
- Statements such as "priced too low to publish" or "click for price" in any online sales environment will be deemed to violate KTI's MAP Policy.
- KTI reserves the right to refuse to supply to any entity that violates KTI's MAP Policy or to any distributor or reseller that supplies such an entity.
- KTI reserves the right to take any action it deems necessary to cause eBay or other auction websites or online marketplaces to remove any display of KTI IP that violates KTI's rights or any listings that do not comply with KTI's MAP Policy.
- Some KTI products may contain a regulated material (such as chlorine or bromine) that must be shipped in accordance with the Department of Transportation's (DOT) specifications for product labeling, packaging and documentation (e.g., 49 Code of Federal Regulation (CFR)). Shipment of these products also may be subject to special handling fees assessed by the freight carriers to ensure proper handling and delivery. Shipment of these products without meeting DOT regulations or the freight carrier's requirements may be unlawful and could subject you to fines or other penalties.
- Some KTI products may contain a US EPA regulated pesticide product (such as chlorine or bromine) that must be handled in accordance to US EPA regulations. It is the seller's responsibility to ensure that pesticides sold over the Internet are labeled according to federal standards and are registered both by the US EPA and any state in which they are distributed before offering them for sale. Refer to the US EPA Fact Sheet on Pesticide Sales in E-Commerce for seller responsibilities.  
<http://www.epa.gov/oecaerth/assistance/bystatute/fifra/pestecomfact.html>
- It is the reseller's responsibility to comply with these requirements, and to provide its employees and agents with any training and instruction necessary to comply with these important responsibilities. KTI reserves the right to take any action it deems necessary to address a failure to comply with these requirements, including seeking to prevent the advertisement or sale of KTI products on an online auction, online liquidator, online shopping engine or other website and refusal to supply any noncompliant entities.