



HAMPTON PRODUCT INTERNATIONAL CORPORATION
MINIMUM ADVERTISED PRICE (MAP) POLICY

This Minimum Advertised Price (“MAP”) Policy establishes standards for all applicable advertisements of Hampton Products International Corporation (“Hampton”) products listed in Appendix A, which will be updated from time to time (“Products”), to maintain the integrity and value of our trademarked **KEEPER** brand. Any advertisement that pictures, references or otherwise describes a Product is subject to this MAP Policy. This MAP Policy applies to all customers, distributors, distributor stores, wholesalers, retailers, resellers, any affiliates, group members, and customers thereof (collectively “Distributor” or “Reseller”), and will be enforced strictly and uniformly.

Effective July 1, 2023, all Resellers of Product in the United States, Canada, and Mexico are required to comply with this MAP Policy and may not advertise Products at a price lower than the MAP listed in Appendix A. Products sold must also be through authorized distribution channels to assure Product is authentic, has been properly tested and quality controlled, and carries a valid warranty. Reseller agrees and shall enforce our MAP Policy to customers who are also resellers (i.e., before Reseller can sell to another Reseller, the other Reseller must also agree to and abide by this MAP Policy).

To the extent that any Reseller elects to advertise products of Hampton in any manner, including print, internet, radio, television, electronic media, on its website, on another’s websites, blogs, social media, text messages, emails and provides price information for such products, that price information must be no less than the MAP. Advertisements and offers to sell that do not include a particular price, but require further action that implies a price that is lower than the MAP, violate this MAP Policy. Examples of such unauthorized advertisements include “click here for lower price” pricing, “drop in cart” pricing, “add to cart” pricing, “click to see” pricing, “move cursor over” pricing, and discount coupon pricing. Also prohibited are advertisements that indicate that discounts may be available when a customer takes specific action that goes beyond buying the product, such as “special price option” or “name your price.” Direct or indirect efforts to circumvent this MAP Policy violates this MAP Policy.

Temporary sales, discounts, and promotions that effectively lower the retail price of the product below MAP are impossible to enforce, and therefore acceptable (e.g., 10% discount on order totals exceeding \$50). However, these discounts must not be applied directly to the advertised price; the advertised price cannot be below the MAP.

Hampton reserves the right to change MAP prices, add or delete covered Products, or change Map policy guidelines. Resellers are encouraged to review the MAP policy from time to time, in the event that Hampton raises or lowers the MAP for any Product. This MAP policy supersedes and replaces any previous MAP policies issued by Hampton for the Products.

To assure fair business practices, we will strictly enforce this MAP Policy. Hampton reserves the right not to sell to any Reseller found to be in violation of this MAP Policy. Hampton will not be held responsible for enforcement of this MAP Policy or lack thereof.

Hampton will not discuss any conditions of acceptance related to this MAP Policy, as it is nonnegotiable and will not be altered for any Reseller. In addition, Hampton neither solicits, nor will it accept, any assurance of compliance with this MAP Policy. Should you have any questions about



the products or this MAP policy or wish to report any violations, please reach out to the Hampton in writing at cchi@hamptonproducts.com.

APPENDIX A
MINIMUM ADVERTISED PRICE PRODUCTS

Model	Description	MAP
43575	Tie-Down 1"x12" Ratch 500 LB WLL EXTRM GR 2PK	\$14.98
43576	Tie-Down 1"x12" Ratch 500 LB WLL EXTRM GR 4PK	\$23.98
43577	Tie-Down 1.25"x16" Ratch 1000 LB WLL EXTRM GR 2PK	\$21.98
43578	Tie-Down 1.25"x16" Ratch 1000 LB WLL EXTRM GR 4PK	\$34.98
43579	Tie-Down 1.5"x16" Ratch 1667 LB WLL EXTRM GR 2PK	\$26.98
85454	Tie Down 1"x14' 500lb WLL Black Combat Ratchet 2 PK	\$20.98
85450	Tie Down 1.25"x16' BL Cut Resist Combat Ratchet 1,000WLL 2PK	\$29.98
85458	Tie Down 2" x 27' Combat Ratchet 3333WLL Black JJ	\$26.98
43570	Tie-Down 1"x12" Ratch 500 LB WLL KWIK FEED, 2PK	\$15.98
43571	Tie-Down 1.25"x16" Ratch 1000 LB WLL KWIK FEED, 2PK	\$22.98
43572	Tie-Down 2"x27" Ratch 3333 LB WLL KWIK FEED, 1PK	\$23.98
82827	Ratchet Tie-Down, 27-ft x 2-in, 3333 lbs WLL, 1PK, 'Magnet'	\$15.98
05056	Cargo Bar, Telescoping 45"x70"	\$32.98
05059	Cargo Bar, Ratcheting 40"X70"	\$37.98
05060	Cargo Bar, Ratch w/Storage Net, 40" - 70"	\$43.98
05062	44"-74" HD Cargo Bar, Ratcheting, Extended Reach	\$34.98
KAC15042	KAC, Winch, 1,500 lbs, 120 V AC 60hz, WR, Roller Fairlead	\$249.98
KTSL2000RM	KTSL, Winch, 2000lb, Remote, Ball Hitch Mount, WR	\$149.98
KT2000	KT, Winch, 2000 lb. 12VDC, WR	\$99.98
KT3000	KT, Winch, 3000 lb. 12VDC, WR, Roller Fairlead, MT Plate,PB	\$209.98
KT4000	KT, Winch, 4000 lb. 12VDC, WR, Roller Fairlead, MT Plate,PB	\$259.98
KU45032	KU, Winch, 4,500lb, Remote, WR, Roller Fairlead, MT Plate	\$275.98



KU60082	KU, Winch, 6,000lb, Remote, SYNR, Hawse Fairlead, MT Plate	\$439.98
KW75122RM	KW, Winch, 7,500lb, Hitch Mount,WL Remote,WR,Roller Fairlead	\$599.98
KW95122	KW, Winch, 9,500lb, 12VDC, WL Remote, WR, Roller Fairlead	\$599.98
KW13122	KW, Winch, 13,500lb,12VDC, WL Remote, WR, Roller Fairlead	\$749.98
KW17122	KW, Winch, 17,500lb,12VDC, WL Remote, WR, Roller Fairlead	\$899.98
KX95132	KX9500ES, Winch, Int WL Remote, SYNR, Hawse Fairlead,w/Light	\$799.98