



Internet Minimum Advertised Price (IMAP) Policy

Riado, Inc. ("RIADO") has adopted this Policy applicable to all Riado customers effective January 1, 2011 with respect to the customers' advertising over the Internet of products supplied by Riado.

1. Each Riado customer remains free to establish its own resale prices. However, a customer may not (a) advertise or otherwise promote Riado products over the Internet at a net price (final price paid net of any discounts, coupons, promotions) that is less than the Internet Minimum Advertised Price (IMAP) established by Riado or (b) sell Riado products to any other person who advertises or otherwise promotes Riado products over the Internet at a net price less than the IMAP established by Riado.

IMAP is Riado's Non-Stocking dealer price x 2 (less \$1)

Example:

Non Stocking Dealer Price = \$100

IMAP = \$200 - \$1 = \$199

2. If a customer violates this IMAP policy, Riado will request the customer to cease advertising or promoting products on the Internet in violation of its IMAP policy. In addition, Riado will cease to accept from and/or ship orders for said customer.

3. In executing this policy, Riado will act at all times unilaterally, and will neither solicit, consider nor agree to any recommendation, request or demand of any other person. All matters of interpretation and application of the terms of this policy and all matters concerning enforcement of this policy shall remain with the sole, unilateral authority of Riado.

Each Riado customer is free to decide independently whether or not to follow this policy. Riado neither seeks, nor will accept, any assurance of compliance or agreement from a customer regarding this policy. Nor will Riado discuss any conditions of acceptance related to this policy. No one is, has been or will be authorized to modify or alter this policy, or to bind Riado to any action inconsistent with its terms.

Company Name _____

Website _____

Owner's Name _____ Date _____

Owners Signature _____