



Horizon Hobby® MAP Policy

Last updated: April 26, 2017

Horizon Hobby, LLC recognizes that retailers invest significant time and resources in selecting a compelling product lineup, acting as a source of knowledge, and providing hands-on experiences for consumers. To further support retailers' efforts, Horizon has established a Policy that will ensure products are properly positioned in all types of advertising in order to protect innovation, quality, and brand value. Authorized Horizon retailers will remain free to sell products at any price. Effective immediately, Horizon unilaterally establishes this Minimum Advertised Price ("MAP") Policy ("Policy").

This Policy applies to all global Horizon retailers, except where prohibited by law. The Policy applies to all advertisements, which includes published information and communications that reference products with a MAP. For the purposes of this Policy, Horizon Product(s) is defined as any proprietary Horizon product, which includes all products under the following brands: Athearn, Blade, Dynamite, E-flite, ECX, Evolution, FMS, Hangar 9, HobbyZone, Staufenbiel, Losi, Kinexsis, Team Orion, ParkZone, Pro Boat, Roundhouse, Roc Hobby, Runtime Games, Ltd., Revolution, Saito, Spektrum, Team Losi Racing (TLR), Vaterra, and Zenoah. Published information is any print, radio, television, electronic, signage, flyer, facsimile, text or other media made available for a commercial purpose. Communication includes email, web pages (both public and those for registered users), newsletters, auction sites, social media, online and print catalogs, and any other communication accessible by a web browser. The MAP is in U.S. Dollars only and all monetary values shall be the equivalent, or greater, in the current foreign currency exchange rate in place, per <http://www.oanda.com/> on the date of order.

All Horizon Hobby retailers must adhere to the guidelines as outlined below.

Retailer Guidelines

1. Advertisements must not state or imply the availability of any MAP Horizon Product below MAP.
2. Advertisement of coupons, rebates, gift cards, promotions or other discounts must not lower the advertised price of any MAP Horizon Product below MAP.
3. On-line advertisements of MAP Horizon Products must not offer in-the-cart prices or other offers that advertise a price below MAP.
4. Bundles of products that contain MAP Horizon Products must not be advertised lower than the combined MAP of all Horizon Products.
5. No efforts may be made to circumvent, evade or violate the letter or spirit of this Policy.

Failure to Comply

Failure to follow this Policy may result in suspension of or termination of your account without notice.

Policy Violation Examples

The following are examples of non-compliant conduct:

1. Horizon Product advertisements, other than those authorized by Horizon, stating a price lower than the MAP.

2. Horizon Product advertisements of a price with a line through it, strike-through, or other indication of a price lower than the MAP. (e.g., ~~\$299.99~~)
3. Horizon Product advertisements stating “Call for price”, “Click here for better price”, “Prices too low to mention”, “Our manufacturer won’t let us tell you the price”, “Make an offer”, “Log in to see lower prices”, or other language or symbols implicitly violating the spirit of MAP.
4. Bundles of products that devalue Horizon Products, to be determined at the discretion of Horizon.
 - Compliant:
 - o A bundle containing a MAP Horizon Product and another MAP Horizon Product in which the total advertised bundled price is equal to or above the combined MAP.
 - o A bundle containing a MAP Horizon Product and a Horizon Product or exclusively distributed product without a MAP in which the total advertised bundled price is equal to or above the MAP price of the item with a MAP.
 - Not Compliant:
 - o A bundle containing a MAP Horizon Product and another MAP Horizon Product in which the total advertised bundled price is below the combined MAP.
 - o A bundle containing a MAP Horizon Product and a distributed or non-proprietary Horizon product in which the total advertised bundled price is lower, or is perceived as lower, than the value of the MAP Horizon Product.
5. Horizon Product advertisements, other than those authorized by Horizon, that offer rebates and discounts that violate the MAP Policy. All advertised discounts must exclude Horizon Products.
 - Compliant:
 - o 10% off your purchase, provided it excludes Horizon Products
**Retailers must note “exclusions apply” and delineate excluded Horizon Products. This can be done via brand, category, SKU, etc.
 - o Save \$10 on a \$100 purchase, provided it excludes Horizon Products
** Retailers must note “exclusions apply” and delineate excluded Horizon Products. This can be done via brand, category, SKU, etc.
 - Not Compliant
 - o Save \$10 off all quads
 - o Save \$10 on a Blade® quadcopter
 - o Buy a Blade® quadcopter; get a \$15 gift card
 - o 10% off Blade® Zeyrok® quadcopters
 - o 10% off Blade® quadcopters
 - o 10% off all orders with no exclusions listed
6. Horizon Product advertisements that offer additional discounts, coupons, gift cards, or incentives (whether for a special event, promotion, term of doing business or otherwise) that translates into an immediate or future price reduction of a MAP Horizon Product.
7. Advertisements of used Horizon Products stating “like new”, “new warranty”, “resealed”, “reconditioned”, “open box”, or other implicit advertisement of a Horizon Product as new when it is not.

General Restrictions

The above examples are not comprehensive. All references to price in these examples are for advertised prices only, not selling prices. Horizon reserves the right to make its own determinations as to whether a particular practice is consistent with this MAP Policy, to change these examples, or to add terms to this Policy as it sees fit. Any exception to this Policy must be authorized by Horizon in writing and may be revoked at any time at Horizon's sole discretion. Retailers may also be subject to additional policies other than the Policy described here. For the most up-to-date version of the MAP Policy, and access to other policies you may be subject to, please visit the Fast Serve® website or contact Horizon.

Horizon sales representatives are not permitted to discuss this Policy or make any agreements or assurances with respect to Horizon Policy regarding retailer advertisements or pricing. Questions about this MAP Policy can be sent to MAP@horizonhobby.com or by mail to Horizon Hobby, LLC. Attention: Sales Manager; 4105 Fieldstone Rd., Champaign, IL 61822 USA, or by phone at 800-535-5551. Ask to speak with a Horizon Sales Management representative.