



Minimum Advertised Price Policy (MAP)

In an effort to maintain the integrity and quality of the iPort brand and the LaunchPort family of products, Dana Innovations, herein referred to as “iPort”, utilizes a Minimum Advertised Price or “MAP” Policy for certain defined products. The Policy functions as described:

iPort has created a MAP Policy for the purpose of ensuring the consistency of brand value and quality across a variety of sales and distribution channels. iPort believes a MAP Policy is necessary, and does not offer other options for resellers to engage in business as related to the defined products for which this Policy governs.

A reseller is defined as the entity that sells the product to an end customer. Thus, trade transactions between a distributor and a reseller are not covered under this Policy. This Policy does cover a distributor electing to engage in a direct sale to an end customer. In this scenario, the distributor shall be considered a reseller. It is every reseller’s right to decide which products to sell and at what price to sell them. At the same time, it is iPort’s right to unilaterally, at its sole discretion and without assuming any liability, cancel all orders and refuse to accept any new orders from any reseller immediately following verification that such reseller has advertised a product at a net sales price less than the Suggested Retail Price established by iPort.

Any advertised discounting of the Suggested Retail Price for any product participating in this Policy – including but not limited to instances of offering or providing coupons, rebates, free accessories, or payment of sales tax for the customer will be regarded as a violation of this MAP Policy. In addition, this Policy covers any advertising on the world wide web including online auctions, online catalogs, and any prices that can be detected using an internet search engine.

iPort will not discuss any conditions of acceptance related to this Policy since it is non-negotiable. This Policy will not be altered for any reseller. Nothing in this Policy shall constitute an agreement between iPort and any reseller on any subject including that the reseller will sell the specified products at or above any particular price.

iPort will not discuss its MAP Policy with any reseller. Additionally, all iPort personnel and sales representatives will not discuss the MAP Policy. Please do not attempt to discuss the Policy with iPort personnel or sales representatives or communicate complaints or advice to iPort personnel or sales representatives. iPort will unilaterally review and determine if a reseller’s sales activities are in compliance with this MAP Policy.

iPort personnel do not have authority to modify or grant exceptions to this Policy.

If you so choose, you may send information about non-compliance of this Policy to feedback@launchport.com, using “MAP Non-Compliance” as the Subject. Please be advised that information sent regarding non-compliance of this Policy may not be followed up upon, or responded to by iPort personnel.

LAUNCHPORT

Minimum Advertised Price Policy (MAP)

Product List

The following products participate in the LaunchPort MAP Policy. iPort reserves the right to add or eliminate products from this list at any time, without notice.

Product

LaunchPort AP.2 PowerShuttle

LaunchPort BaseStation

LaunchPort WallStation

LaunchPort AP.2 PowerShuttle White

SKU

70140

70141

70142

70146