

# Mason-Lite Internet Sales Policy

This Internet Sales Policy establishes advertised price standards and Internet Seller policies for specified Mason-Lite products. Advertised pricing of Mason-Lite products must comply with this Policy in order to be eligible for promotional and warranty benefits provided by Mason-Lite. The cooperation of all parties, websites and distribution channels, is essential to our mutual success and support of our various venting product lines.

Mason-Lite alone is responsible for enforcing this Policy and will do so unilaterally. If an advertisement for a Covered Product does not comply with this Policy, then the reseller will forfeit benefits under this Policy. Mason-Lite has the right to change prices, change policy, and add or delete MAP Products at any time

## Authorized Channels and Product Lines

Mason-Lite offers a variety of products for various channels of distribution and sale, some of which are intended for professional dealers and installers and others are intended for the consumer and do-it-yourself customer.

## Products Authorized For Internet Sales to Professional Installers

Mason-Lite offers the following professional products that are intended and reserved for professional installers. These products are fully warranted if installed only by a professional installer.

## Definitions

An "Internet seller" is a merchant whose sales are consummated over a website using a "shopping cart" feature and available to consumers. A "qualified professional installer" as one of the following: licensed contractors with prior Fireplace installation experience.

An "Approved Internet Seller" is retailer with a website complying with the terms of this Internet Sales Policy.

## MAP Pricing

Mason-Lite provides minimum advertised pricing (MAP) on its price lists. Any Internet Seller providing media with advertising directed at consumers, must comply with this Internet Sales Policy and list MAP on it's media for all Mason-Lite Professional products in order to be eligible for listing as an Approved Internet Seller. Listing prices below the MAP is considered a violation of this Internet Sales policy.

## MAP will be provided the following benefits:

- Websites that adhere to MAP pricing on their sites will be classified as an Approved Internet Seller of Mason-Lite products.
- Any Mason-Lite product sold by an Approved Internet Seller will be fully warranted and supported by Mason-Lite as specified under the applicable product warranty.
- In recognition of Approved Internet Sellers of Mason-Lite products, Mason-Lite will provide a prominent link on its home page of Approved Internet Sellers. This page will list Approved Internet Sellers, and provide a link to their website. An Approved Internet Seller logo will also be provided for display on the seller's website.
- Approved Internet Sellers will be allowed to use Mason-Lite's trademarks and intellectual property, including Mason-Lite's logo, product trade-names, photographs, illustrations and other Mason-Lite images.
- Suppliers to internet websites shall inform and assist any such website they supply Mason-Lite products to be MAP compliant.

## Intellectual Property

Approved Internet Sellers may use Mason-Lite trademarks and trade names in listing products on their website, however:

- All websites advertising Mason-Lite, or Mason-Lite products, and using Mason-Lite trade names must comply with current MAP pricing.

## Warranty

Mason-Lite provides warranties based on whether a proper sales channel is used and whether a proper installation channel is used. Warnings regarding warranty applicability may appear on product labeling, cartons, installation instructions, notices, and on our website, [www.Mason-Lite.com](http://www.Mason-Lite.com). All Approved Internet Sellers must provide the following notice in a conspicuous manner on their websites: Mason-Lite provides no warranty for its products if such products are not installed by a trained professional installer: Any Mason-Lite product sold by a non-approved website will not be warranted.

- Any customer that has bought product from a non-approved website will not be given technical assistance or support from Mason-Lite.
- Any website not compliant with this Internet Sales Policy shall not use Mason-Lite trademarked and registered properties, and will be notified to remove them immediately. Mason-Lite reserves the right to enforce its intellectual property rights against entities not in compliance with this Internet Sales Policy. Mason-Lite will actively monitor all Internet Seller's websites selling Mason-Lite products to ensure MAP pricing is in compliance to the Internet Sales Policy. Mason-Lite reserves the right to remove the Approved status of Internet sellers for violating terms of the Internet Sales Policy.