



Sawtooth® **CHROMACAST**

Ink America International Group, LLC (IAIG, LLC) Minimum Advertised Price (MAP) Policy (U.S Only)

IAIG, LLC, a California limited liability company, and owner of the Ink America International Group, LLC, ChromaCast, Sawtooth and Rise by Sawtooth (IAIG, LLC) brands has adopted the following Minimum Advertised Price Policy (“MAP Policy”) for all covered products, except as designated by IAIG, LLC from time to time in writing or as posted on a website (“Covered Products”). Our MAP Policy only applies to products manufactured and/or distributed by IAIG, LLC. IAIG, LLC’s goal in establishing this policy is to avoid degradation of, or damage to, the premium quality, reputation and image of its Covered Products and to the trademarks, other marks, brands or trade names under which its Covered Products are sold. IAIG, LLC intends to sell these Covered Products only to Distributors/Resellers that do not advertise Covered Products below the Minimum Advertised Price set forth in this policy. IAIG, LLC may choose to enforce this policy through actions up to and including termination of a Distributor/Reseller or other authorized distributor/dealer/reseller that advertises any Covered Product below the stated Minimum Advertised Price as set forth below. Our MAP Policy will be applied and enforced as follows:

The minimum advertised price (“MAP”) for each Covered Product shall be the price designated as the MAP on the current IAIG, LLC price list as issued by IAIG, LLC from time to time. Current price lists may be obtained by contacting an IAIG, LLC sales representative or through these dealer links-

<https://www.sawtoothworld.com/123456>

<https://www.ChromaCast.com/123456>

IAIG, LLC Sales, Marketing, or other personnel are not authorized to modify or grant exceptions to the MAP policy. However, the MAP for one or more products may be amended from time to time and may be suspended periodically for national, regional and/or seasonal promotions sponsored by IAIG, LLC. Changes to the MAPs will be posted on the Dealer links designated by IAIG, LLC listed above. It is the responsibility of distributors and dealers of IAIG, LLC Covered Products to monitor the designated IAIG, LLC website for updates.

Our MAP Policy applies to all forms of print and electronic media, direct mail, and audio and video communications. Examples of communications to which our MAP Policy applies are set forth in the attached MAP Policy FAQs.

IAIG, LLC considers any price advertised below the MAP a violation of its MAP Policy. For example, if a product with a MSRP of \$49.98 is advertised at or below \$44.98, this is a violation of our MAP Policy.

Advertising two or more Covered Products (i.e., two IAIG, LLC products that are covered by this MAP Policy), for sale together (“IAIG, LLC Product Bundle”), at a price less than the combined MAPs for each Covered Product is not a violation of this MAP Policy. However, the bundled MAP price must not be less than the highest MAP priced product being bundled.

For example, when bundling accessories with a guitar that has a MAP of \$199.98 or higher, the new bundled price must not be lower than the MAP price of the Guitar (or the highest Map priced product in the bundle). IAIG, LLC reserves the right to issue MAP Policy modifications that apply specifically to IAIG, LLC Product Bundles

IAIG, LLC reserves the right to modify, suspend, or cancel our MAP Policy, or modify any or all MAPs at any time. IAIG, LLC will provide notice of any such modifications, suspension, or cancellations on the designated IAIG, LLC website. It is the responsibility of each member of IAIG, LLC's distribution/dealer/reseller network to monitor the IAIG, LLC designated website for updates.

If a dealer with multiple store locations violates this MAP policy at any one store location, or on any associated website, then IAIG, LLC will consider this to be a violation of the dealer as a whole.

If a dealer advertises prices below those required by this MAP Policy, sanctions will be unilaterally imposed by IAIG, LLC, including but not limited to one or more of the following actions:

Consequences of Policy Violations

Under the Policy, IAIG LLC reserves the right to examine any Reseller Product being advertised for compliance with the Policy.

A violation of this Policy means advertising a particular IAIG, LLC Product at a price lower than the one depicted for that Product.

FIRST VIOLATION: Any Reseller of IAIG LLC Products who violates the Policy will be sent an email notice of the First Violation.

If the violation is not corrected within seventy-two (72) hours from when the email notice was sent, the Reseller will be subject to a Second Violation. IAIG, LLC will remove a First Violation if the Reseller cures the First Violation within seventy-two (72) hours from when the email notice was sent.

SECOND VIOLATION: Any Reseller who violates IAIG, LLC's Policy for a second time on an IAIG, LLC Product will be sent an email notice of a Second Violation. IAIG, LLC will remove a Second Violation if the Reseller cures the Second Violation within seventy-two (72) hours from when the email notice was sent. If Reseller does not cure the Second Violation within seventy-two (72) hours, the Reseller will be prohibited from advertising and selling the violating IAIG, LLC Product for forty-five (45) days, and IAIG LLC will cancel all pending orders for the Product and will refuse to accept any new orders from the Reseller for that Product.

IAIG, LLC will make all decisions concerning compliance with and enforcement of our MAP Policy unilaterally. Our MAP Policy is a unilateral declaration of policy by IAIG, LLC and does not reflect or constitute an agreement between IAIG LLC and any Distributor/Reseller, or any other person or entity, and by issuing this policy IAIG, LLC is not seeking any such agreement.

Unsolicited Submission Policy

IAIG, LLC, (DBA Go-DPS Music) and its employees do not accept or consider unsolicited ideas or information, including any ideas or information relating to products, product improvements, product enhancements, technologies, marketing campaigns, advertising concepts, or business plans. Please do not submit any unsolicited ideas or information without first receiving a signed Non-Disclosure (NDA) agreement. If any unsolicited idea or information is submitted to IAIG, LLC or its employees (“submission”), the submission is automatically governed by the following terms: 1) the submission and its contents will automatically become the property of IAIG, LLC without any compensation due to you; 2) the submission and/or its contents may be redistributed for any purpose and in any way; 3) there is no obligation for IAIG, LLC to review or return the submission; 4) IAIG, LLC has no obligation to keep the submission confidential; and 5) IAIG, LLC is not liable for any use or disclosure of the submission.

Ink America International Group, LLC manufactures and distributes, guitars, drums, bass guitars, ukuleles, amplifiers, keyboards, digital pianos, pro audio, percussion, music instrument accessories and essential supplies for three retail brands headquartered in Newbury Park, CA.

Ink America International Group, LLC

810 LAWRENCE DRIVE STE 128 NEWBURY PARK, CA 91320

(888) 355-4377

SawtoothWorld.com

ChromaCast.com