



NRS Minimum Advertised Price Policy (MAP)

The NRS MAP is designed to preserve the integrity of the NRS brand and to encourage investment in NRS products by all NRS dealers. NRS MAP prohibits dealers from advertising prices below the manufacturer's suggested retail prices (MSRP) specified in the current-year NRS price list.

For the purposes of this policy, "Advertising" is defined as mailings, catalogs, displays at consumer exhibitions and shows, and any and all other forms of advertising media including, without limitation, the internet and any other electronic network.

Policy:

1. Applies equally to all U.S. dealers of NRS products.
2. Applies to any NRS price information published on an internet website.
3. Applies to the advertisement of instant savings, rebates, or other forms of product discounts given at the time of purchase.
4. Applies to advertising which implies a price less than MSRP.

Exceptions and exclusions:

1. Three times per calendar year, dealers may hold advertised sales or promotional events lasting no longer than 21 days each and spaced at least 30 days apart.
2. Dealers may advertise reduced prices for sales of damaged or used equipment.
3. Dealers may advertise reduced prices for items discontinued by NRS.
4. Dealers may advertise "package deal" promotions wherein customers receive a discount for buying a complete pre-selected group of products.
5. Dealers may advertise discounts in concurrence with a customer's purchase of a boat.
6. Policy excludes structured loyalty programs not offering instant savings.
7. Policy excludes advertising that targets Government agencies or professional organizations using products for non-recreational activities.

Implementation:

1. NRS prices will be defined in the Preseason Workbook. Occasionally, in-season price changes may be announced. Advertised prices must be changed within 30 days of notice from NRS, or by date specified in the notice.
2. Effective May 1, 2011, NRS will notify dealers that are found to be in violation of the NRS advertising policy.
3. Dealers will be given five business days to correct the violation(s).
4. If not corrected after five days, NRS will cease shipments to the dealer and remove the dealer from the NRS website dealer listing until the violation has been corrected.
5. A second violation will result in another warning, with five days to correct the violation. If not corrected within five days, a second violation within one calendar year will result in a 30-day suspension of shipments and removal from the NRS dealer listing.
6. If not corrected within 5 days, a third violation will result in termination of the dealer's NRS account.
7. Intentional or repeated failure to abide by this policy will result in termination of dealership.
8. Under no circumstances are NRS employees, vendors/suppliers, or sales representatives authorized to, nor shall they, discuss with any retailers or other person the sales practices of any other retailers.