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ASD Internet Minimum Advertised Price Policy

Effective March 1, 2019 ASD Products may not be advertised or sold online with less than a 15% markup of the ASD Price list. Example: ASD price is \$100. Internet price may not be lower than \$115. Additionally, any items purchased at the CLEARANCE ASD price level may not be sold online with less than a 5% markup. Any ASD Lighting Corp customer selling ASD products to other people or businesses, who advertises or otherwise promotes ASD products through the Internet at prices violating this policy, is not authorized to do so by ASD Lighting Corp.

This policy applies to all ASD Lighting Corp customers, dealers and resellers, and is being implemented in order to avoid any distribution channel conflicts and to better serve our customers. Any information related to ASD product on an Internet website is considered to be advertising for purposes of the policy set out in this memo. Thus, this policy is applicable to any and all advertising of the company's products over or by the Internet, whether done through a website controlled by a customer, through an auction website such as eBay®, Amazon or through Internet placements with third parties (e.g., banner ads and destination pages).

Mikhail Mashkovtcev
President
ASD Lighting Corp

