



## Globe Food Equipment MAP Policy-USA

In an effort to maintain Globe's brand reputation of providing high value, quality products and to protect our distributors from predatory pricing practices, effective March 1, 2011, Globe is revising the Minimum Advertised Price (MAP) Policy for all products with the exception of scales. The MAP pricing level is 50% off current list prices.

The following are guidelines to Globe's MAP Policy:

1. The MAP policy applies to all advertisements of Globe products in any and all media, including without limitation: flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media, internet banner ads, broadcast email and public signage. The MAP Policy is not applicable to any in-store advertising that is not distributed to a customer.
2. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold, or offered for sale to an individual consumer within the dealer's retail location or over the telephone. Globe dealers and distributors remain free to sell these products at any prices they elect.
3. From time to time, Globe may discontinue certain products or engage in promotions with respect to certain products. In such events, Globe reserves the right to modify or suspend the MAP Policy with respect to the affected products at its sole discretion. Such changes shall apply equally to all Globe dealers and distributors.
4. Violations of the Globe MAP Policy will result in suspension of any marketing funds, promotional allowances, special bid pricing and/or rebates that may be available to that dealer, and could result in the ultimate suspension of that dealer or distributor's right to purchase Globe parts and equipment direct.

The terms of this MAP Policy are confidential and are not to be disclosed to other parties.

Globe has adopted the MAP Policy unilaterally in furtherance of its independent business strategy and reserves, at its sole discretion, the right to change the policy and to interpret, enforce and otherwise handle all questions and issues related to the policy.