



FOODSERVICE EQUIPMENT

Hatco Corporation  
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www.hatcocorp.com

August 6, 2009

Attn: All Hatco Authorized Dealers

**URGENT – HATCO ANNOUNCES REVISED MINIMUM PRICE POLICY**

Effective October 1<sup>st</sup>, 2009, Hatco wishes to advise you of a revision to our existing Minimum Price Policy. This revision is based upon recent legislation announced by the State of Maryland that goes into effect on October 1<sup>st</sup> of this year. The important things you need to know are:

- Hatco maintains a minimum price program to protect the quality and reputation of the Hatco Brand and to ensure our operator customers receive the service, quality and choices they need and deserve.
- This policy prohibits any authorized Hatco dealer from selling Hatco products to any U.S. customer at a price point that is less than 45% off published list prices, with the following exception. **This policy does not in any way restrict the price at which any dealer may sell to customers located in Maryland.**
- This policy is not a “MAP” program and is not limited to just advertised pricing. The policy establishes the minimum price you can charge a customer, not just the prices advertised on the internet or anywhere else.
- There are potential penalties for any authorized Hatco dealer that violates this policy. (See policy details attached.)
- This policy is non negotiable.
- This policy does not negate any existing price agreements you may currently have with Hatco.
- The formal policy is stated on the following page.

We sincerely wish to improve the business environment for all our customers and trading partners. For that reason, we promise to listen and respond to any and all comments and or questions. Feel free to contact your local Hatco Representative or to call any member of the Hatco sales team at 800-558-0607.

Thank you for your continued business and support.

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*Nothing less than the best.™*



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## **Hatco Corporation's Minimum Price Policy**

**Effective October 1<sup>st</sup>, 2009**

### **HATCO MINIMUM PRICE POLICY**

Hatco competes vigorously in the marketplace with other manufacturers of similar products. As reflected in Hatco's trademarked slogan "Nothing less than the best" and in the awards Hatco has received for its products, the company's competitive strategy has focused on supplying high-quality products to the food service industry. Successful marketing of such products requires dealers with the incentive and the wherewithal to educate and support end-use customers. For that reason, subject to the exception below, Hatco requires that its dealers not sell Hatco products at prices less than 45% off of current Published List Prices. Any dealers selling Hatco products at or below this price level will be subject to penalties up to and including disqualification of eligible sales from all applicable incentives for the full calendar year in question and or removal from Hatco's active customer list. However, this policy does not in any way restrict the price at which any dealer may sell to customers located in Maryland.