

LUTRON WHERE TO BUY HYPERLINK POLICY

POLICY APPLICATION

Lutron's Where to Buy Hyperlink Policy ("Policy") applies to all resellers of Lutron's products for which Lutron provides a link from "Where to Buy" on [Lutron.com](http://www.lutron.com/en-US/Pages/WTB/wheretobuy.aspx) at <http://www.lutron.com/en-US/Pages/WTB/wheretobuy.aspx> (the "WTB Site") to such resellers' internet sites and/or online stores (the "Linked Sites") to facilitate resellers' sales of Lutron products ("WTB Resellers"). All WTB Resellers are required to abide by this Policy at all times. Lutron reserves the right to remove any WTB Reseller's link from the WTB Site, in its sole discretion, at any time. Compliance with this Policy does not guarantee that Lutron will provide a link or maintain a link from the WTB Site for a reseller. This Policy is subject to change at any time by Lutron, in its sole discretion, and becomes effective immediately.

REQUIREMENTS

The following requirements must be maintained by all WTB Resellers to qualify for a link on the WTB Site:

- Either (i) employ web pages (the "Lutron Pages") on the Linked Sites dedicated solely for advertisement and sale of Lutron products, in which event the hyperlink from the WTB Site will go directly to the Lutron Pages, or (ii) elect to have the hyperlink from the WTB Site go directly to a page of WTB Reseller, provided, however, that such page does not show any products that are competitive to Lutron products;
- Include Lutron model number, product description, features, and specifications for Lutron products on the Linked Site;
- Adhere to all applicable Lutron policies; See www.Lutron.com/SalesPolicies;
- Keep and maintain only up-to-date product information and materials regarding Lutron products on the Linked Sites;
- Clearly communicate on the Linked Sites how customers may contact live customer support for Lutron products;
- Clearly communicate on the Linked Sites the services available to homeowners for advertised Lutron products (sales, design, layout, installation, programming, service, etc.);
- Utilize and maintain Lutron brand and visual standards, trademarks, and intellectual property according to the brand standards guidelines (available at: www.Lutron.com/SalesPolicies);
- Must not use any Lutron brand name in a root URL; and
- Linked Sites must clearly designate the website owner/operator; Linked Sites may not be referenced as Lutron owned, operated, or sponsored.

Additional Requirements for Online Sales

The following additional requirements must be maintained by WTB Resellers who sell Lutron products online:

- Adhere to Minimum Advertised Price (MAP) policies (applies to select Lutron products) and Lutron's Online Sales Policy; See www.Lutron.com/SalesPolicies;
- Clearly disclose return policy and shipping terms on the Linked Sites; and
- Provide order status updates and order tracking.

POLICY VIOLATIONS

All WTB Resellers must adhere to this Policy at all times. Lutron will monitor WTB Resellers' practices with respect to this Policy. If we discover that a WTB Reseller is not acting in accordance with this Policy, Lutron may remove the link from the WTB Site.

LUTRON WHERE TO BUY HYPERLINK POLICY ADMINISTRATOR

The Lutron Where to Buy Hyperlink Policy administrator is the only Lutron representative authorized to answer questions regarding this Policy. Any comments or questions you may have regarding this Policy or its implementation or enforcement should be directed to the Lutron Where to Buy Hyperlink Policy administrator at salespolicyenforcement@lutron.com.

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EFFECTIVE DATE: January 19, 2015

See: www.Lutron.com/SalesPolicies for current version of this Policy.

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