

RadioRA Minimum Advertised Price Policy

Purpose: Lutron is committed to serving our customers by providing products of the highest quality, performance, and value. In order to successfully achieve this goal, we rely on our distributors, dealers and other resellers (resellers) to add value to our products before they reach their final users. For RadioRA, this value takes the form of place utility, consultative selling, system design, programming, installation and customer support. It is the purpose of this policy to promote our resellers' ability to effectively provide these services. In doing so, we seek to preserve the value of our products and the reputation of the Lutron brand and associated trademarks and trade names belonging to it.

In order to accomplish this, resellers of RadioRA are expected to adhere to this policy. In addition, resellers of RadioRA are expected to ensure that secondary resellers to whom they sell are aware of, and adhere to this policy.

Minimum Advertised Pricing: We have determined that it is in the best interest of the RadioRA brand for our resellers to advertise RadioRA products at no less than 80% of our manufacturer's suggested list prices. This policy applies to all media outlets that may be viewed by an end user (retail) customer. This includes but is not limited to: local, national and international print media, radio, television, and the World Wide Web. World Wide Web advertising includes prices that appear anywhere on an internet web site including but not limited to: advertisements, search engine results, online catalogs and online auctions. This policy does not cover advertising viewable only by contractors, dealers or other entities legally able and intending to resell RadioRA products to end users.

Implementation: We expect that our resellers will adopt this policy based on the benefits outlined above. We will be monitoring resellers' practices with respect to this policy. If we discover that a reseller, or a reseller's customer, is not acting in accordance with this policy, we will make a unilateral decision whether or not to take action. Such action may include removal of the reseller's listing from the Lutron website, withholding cooperative advertising funds, terminating that reseller as a RadioRA reseller, or ceasing to do business with that reseller altogether. Such a decision will be made solely by our management.

It is every reseller's right to decide which products to sell and at what price to sell them. At the same time, it is our right to do business with whichever resellers we choose, and we will exercise that right to protect the value and reputation of our brand.

Any and all questions regarding this policy should be directed only to Lutron's Law Department. No one else is authorized to discuss any aspect of this policy, or the application of this policy to any specific dealer.