

DALIA DIMMERS

MINIMUM ADVERTISED PRICE POLICY

Applicable territory: United States and Canada

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 Lutron Dalia dimmers, this value takes the form of place utility, product stocking, consultative selling, system design, 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 Lutron. In order to accomplish this, Resellers of Lutron Dalia dimmers are expected to adhere to this policy, and to ensure that secondary resellers to whom they sell are aware of and adhere to this policy as well.

Lutron will only sell Lutron Dalia dimmers to those Resellers who, in the exercise of the Reseller’s judgment, choose to comply with the terms of this policy. This policy is designed to protect the interests of our Resellers and to ensure they have the incentive to invest resources into services for customers of Lutron Dalia dimmers, provide them with the framework to support Lutron products, and maximize brand sales opportunities by maintaining and enhancing the Lutron brand image with consumers.

MINIMUM ADVERTISED PRICING

We have determined that it is in the best interest of the Lutron Dalia dimmers brand for our Resellers to advertise Lutron Dalia dimmers at no less than the dollar values shown in the Lutron Dalia dimmers US MAP table (shown below). This includes all media outlets, including but not limited to: local, national and international print media, radio, television, and the Internet and other electronic media. The advertising of sales that cover multiple manufacturers’ products (e.g. “All dimmers 20% off”) need to carry an exception for Lutron Dalia dimmers to be consistent with this policy. In-store-only advertisements, such as posters or manager discounts, are not restricted under this policy. Electronic advertising (including any communication accessible to customers on the Internet or through other electronic media) consistent with this policy may not include any indication that a lower price than the MAP may be viewed elsewhere, including, but not limited to, statements such as “Click to See Price”, “See Price in Cart”, “Click for Lower Price”, “Mouse Over for Price”, “Check Cart for Lower Price,” and “Add to-Cart” button in lieu of price information (or any other method on a website intended to solicit potential customers to put the product in a cart that ultimately displays a price lower than Lutron’s MAP policies). However, it is not contrary to this policy to indicate that customers may “Call or E-mail for a Price Quote” (a selling price at which a Lutron product could be purchased, which potentially may be lower than the displayed advertised price). Also, for purposes of this policy, the price at which Lutron Dalia dimmers are advertised includes the net effect of all discounts and rebates.

From time to time, Lutron may make available certain temporary promotions which would supersede this policy for the limited duration of the promotion. Resellers interested in receiving prior notification of these promotions should send an email to ecommerce@lutron.com. This policy does not cover any activities by Lutron itself. Lutron may and shall perform market seeding and promotional activities to help generate awareness or create demand for Lutron Dalia dimmers.

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IMPLEMENTATION

We expect that our Resellers will adopt this policy, based on the benefits outlined above. Lutron will monitor 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. If a Reseller advertises Lutron Dalia dimmers in a manner inconsistent with this policy, to prevent any damage to brand integrity, Lutron may unilaterally and without further warning discontinue its business relationship with such Reseller, or take such other action as Lutron, in its sole discretion, determines.

Lutron reserves the right to inspect all books, records, and other documents of its Resellers relating to any Lutron product or transaction to determine compliance with this policy. Lutron does not undertake any obligation to enforce this policy as against any other Reseller. Lutron's determination concerning whether there has been a violation of this policy shall be final. It is every Reseller's right to decide which products to sell and at what price to sell them. In the same way, it is Lutron's right to do business with whichever Resellers we choose. As we are sure you understand, we must and we will exercise that right to protect the value and reputation of our brand.

NO AGREEMENT

Nothing in this policy is to be construed as an agreement between Lutron and any Reseller on the advertised or sale price of any Lutron product. This policy is not a contract or agreement, nor is it an offer to form a contract or agreement. Lutron does not seek nor will it solicit or accept any Reseller's agreement with any aspect of our MAP policy, nor will Lutron discuss pricing of any Reseller. This policy is a unilateral policy upon which Lutron is willing to market products. Lutron sales personnel have no authority to modify or grant exceptions or otherwise discuss any Reseller's actual or alleged violation of this policy. Lutron does not intend to nor shall it coerce any Reseller to comply with this policy.

NOTICE

Lutron reserves the right to modify this policy at any time without notice. All matters of interpretation and application of the terms of this policy shall remain within the sole discretion of Lutron.

QUESTIONS AND INQUIRIES

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

DALIA DIMMERS MAP (USD) TABLE



Product Model Number	Product Description	List Price (USD)	MAP Price (USD)	UPC Code
RCL-153PNLH-WH	Dalia dimmer LED+ WH Clamshell	\$36.50	\$27.95	0784276281379
RCL-153PNLH-LA	Dalia dimmer LED+ LA Clamshell	\$36.50	\$27.95	0784276281409
RCL-153PNLH-IV	Dalia dimmer LED+ IV Clamshell	\$36.50	\$27.95	0784276281393
RCL-153PNLH-BL	Dalia dimmer LED+ BL Clamshell	\$36.50	\$27.95	0784276281386
RCL-153PNL-WH	Dalia dimmer LED+ WH Box	\$36.50	\$27.95	0784276281416
RCL-153PNL-LA	Dalia dimmer LED+ LA Box	\$36.50	\$27.95	0784276281447
RCL-153PNL-IV	Dalia dimmer LED+ IV Box	\$36.50	\$27.95	0784276281430
RCL-153PNL-BL	Dalia dimmer LED+ BL Box	\$36.50	\$27.95	0784276281423

DALIA DIMMERS MAP (CAD) TABLE



Product Model Number	Product Description	List Price (CAD)	MAP Price (CAD)	UPC Code
RCL-153PNL-WH	Dalia dimmer LED+ WH Box	\$48.00	\$34.95	0784276281416
RCL-153PNL-LA	Dalia dimmer LED+ LA Box	\$48.00	\$34.95	0784276281447
RCL-153PNL-IV	Dalia dimmer LED+ IV Box	\$48.00	\$34.95	0784276281430
RCL-153PNL-BL	Dalia dimmer LED+ BL Box	\$48.00	\$34.95	0784276281423



EFFECTIVE DATE: July 31, 2020

See: [Lutron.com/SalesPolicies](https://www.lutron.com/SalesPolicies) for current version of this Policy.

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