

CASÉTA WIRELESS MINIMUM ADVERTISED PRICE POLICY

Applicable territory: United States

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 Caséta Wireless controls, 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 Caséta Wireless controls 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.

MINIMUM ADVERTISED PRICING

We have determined that it is in the best interest of the Caséta Wireless controls brand for our Resellers to advertise Caséta Wireless products at no less than the dollar values shown in the Caséta Wireless controls MAP table (shown below). This includes all media outlets, including but not limited to: local, national and international print media, radio, television, e-mail, and the World Wide Web. Advertising sales that cover multiple manufacturer’s products (e.g. “All dimmers 20% off”) need to carry an exception for Caséta Wireless controls 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 may be viewed elsewhere, including, but not limited to, statements such as “Click to See Price” or “See Price in Cart”. However, it is not contrary to this policy to indicate that customers may “Call for a Price”. Also, for purposes of this policy, the price at which Caséta Wireless controls 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.

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 Caséta Wireless controls.

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, 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 or marketing funds, terminating that reseller as a Caséta Wireless controls 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. 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.

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.

CASÉTA WIRELESS MAP TABLE

Product SKU	Product Description	List Price USD	MAP USD	UPC Code
P-PKG1W-	Caséta Wireless in-wall dimmer and Pico remote control kit	\$86.00	\$64.95	784276072076
P-PKG1P-	Caséta Wireless plug-in dimmer and Pico remote control kit	\$75.00	\$54.95	784276072083
PD-6WCL-	Caséta Wireless in-wall dimmer (WH, LA, IV, BL)	\$78.00	\$59.95	784276071987 784276072014 784276072007 784276071994
PD-5NE-	Caséta Wireless in-wall ELV+ dimmer (WH, LA, IV, BL)	\$145.00	\$109.95	784276217699 784276217705 784276217712 784276217729
PD-3PCL-WH	Caséta Wireless plug-in lamp dimmer	\$69.00	\$49.95	784276072069
PD-5ANS-	Caséta Wireless 5A in-wall neutral switch (WH, LA, IV, BL)	\$81.00	\$54.95	784276257695 784276257688 784276257671 784276257664
PD-6ANS-	Caséta Wireless 6A in-wall neutral switch (WH, LA, IV, BL)	\$85.00	\$59.95	784276152808 784276152839 784276152815 784276152822
PD-FSQN-	Caséta Wireless in-wall fan speed control (WH, LA, IV, BL)	\$86.00	\$64.95	784276260794 784276260817 784276260800 784276260824
PJ2-WALL-	Pico remote control with wall mounting kit	\$34.50	\$24.95	784276074926
PJ2-3BRL-WH-L01R PJ2-3BRL-LA-L01R	Pico remote control	\$21.00	\$14.95	784276072120 784276072113
PJ2-3BRL-WH-F01R	Pico remote control for ceiling fan controls	\$42.00	\$29.95	784276803168
PJ2-3BRL-GWH-A02 PJ2-3BRL-GBL-A02	Pico remote control for audio	\$49.00	\$39.95	784276177573 784276177597
L-BDG2-	Lutron Smart Bridge with HomeKit technology	\$110.00	\$79.95	784276099332
P-BDG-PKG1W	Caséta Wireless in-wall dimmer, Smart Bridge, and Pico remote control kit	\$140.00	\$99.95	784276091145
P-BDG-PKG1P	Caséta Wireless plug-in lamp dimmer, Smart Bridge, and Pico remote control kit	\$140.00	\$99.95	784276091183
P-BDG-PKG2P-	Caséta Wireless plug-in dimmer, Smart Bridge, and Pico remote control kit	\$255.00	\$189.95	784276102568
P-BDG-PKG2W-	Caséta Wireless in-wall dimmer, Smart Bridge, and Pico remote control kit	\$255.00	\$189.95	784276102544
PD-REP	Caséta Wireless repeater	\$100.00	\$74.95	784276274043
PD-OSENS-	Caséta Wireless smart occupancy sensor	\$68.00	\$49.95	784276276849
PD-VSENS-	Caséta Wireless smart vacancy sensor	\$68.00	\$49.95	784276276856

The Lutron logo, Lutron, Caséta, and Pico are trademarks or registered trademarks of Lutron Electronics Co., Inc., in the U.S. and/or other countries.

EFFECTIVE DATE: January 15, 2020

See: Lutron.com/SalesPolicies for current version of this Policy. 368-4900 REV E

