

# MAESTRO PRO LED+ DIMMERS MINIMUM ADVERTISED PRICE POLICY

Prices effective January 17, 2022

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 Maestro PRO LED+ 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 Maestro PRO LED+ 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 Maestro PRO LED+ 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 Maestro PRO LED+ Dimmers, provide them with the framework to support Lutron products, and to 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 Maestro PRO LED+ Dimmers brand for our Resellers to advertise Lutron Maestro PRO LED+ Dimmers at no less than the dollar values shown in the Lutron Maestro PRO LED+ Dimmers US and Canada MAP tables (shown below). This includes all media outlets, including but not limited to: local, national and international print media, radio, television, 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 Lutron Maestro PRO LED+ 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 Maestro PRO LED+ Dimmers are advertised includes the net effect of all discounts and rebates.

# MAESTRO PRO LED+ DIMMERS

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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 **[salespolicyenforcement@lutron.com](mailto:salespolicyenforcement@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 Maestro PRO LED+ Dimmers.

### 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. Lutron does not intend to do business with Resellers who undermine the integrity of Lutron's brand. 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 Maestro PRO LED+ 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. While Lutron reserves the right to immediately terminate any Reseller for any violation of the policy, Lutron understands that there may be instances where a violation is inadvertent. As such, Lutron will provide notice of a Reseller's first failure to abide by this policy, though it is not required to do so. Within 48 hours of receiving any such notice, Lutron expects that the violation will be cured and that there will be no further violations of the policy. By providing such notification, Lutron does not seek or invite, and shall not accept, any Reseller's agreement to raise its resale prices, cure the violation, or otherwise continue to abide by this policy. If a violation is not cured within 48 hours, Lutron will elect to do one or more of the following, all in its sole discretion:

(a) remove the Reseller's listing from the Lutron website; (b) cancel some or all pending orders for Lutron Maestro PRO LED+Dimmers; (c) limit availability of certain Lutron Maestro PRO LED+ Dimmers to the Reseller; (d) cancel or withhold any cooperative advertising or marketing funds with the Reseller; (e) alter any payment terms with the Reseller; (f) suspend the Reseller for a period of time; (g) terminate the Reseller as a Lutron Maestro PRO LED+ Dimmers Reseller; or (h) terminate the relationship with the Reseller and/or cease to do business with the Reseller altogether.

Such a decision will be made solely by our management. 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 and binding. 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.

# MAESTRO PRO LED+ DIMMERS

## MINIMUM ADVERTISED PRICE POLICY

### 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 or otherwise raise prices for any Lutron product.

### 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.

# MAESTRO PRO LED+ DIMMERS MAP (USD) TABLE



Product SKU	Product Description	List Price (USD)	MAP (USD)	UPC Code
MA-PRO-AL	Maestro PRO LED+ Dimmer Gloss Color	\$85.50	\$64.50	784276261500
MA-PRO-BL	Maestro PRO LED+ Dimmer Gloss Color	\$85.50	\$64.50	784276261531
MA-PRO-BR	Maestro PRO LED+ Dimmer Gloss Color	\$85.50	\$64.50	784276261548
MA-PRO-GR	Maestro PRO LED+ Dimmer Gloss Color	\$85.50	\$64.50	784276261586
MA-PRO-IV	Maestro PRO LED+ Dimmer Gloss Color	\$85.50	\$64.50	784276261616
MA-PRO-LA	Maestro PRO LED+ Dimmer Gloss Color	\$85.50	\$64.50	784276261623
MA-PRO-WH	Maestro PRO LED+ Dimmer Gloss Color	\$85.50	\$64.50	784276261760
MA-PRO-BG	Maestro PRO LED+ Dimmer Satin Color	\$95.50	\$71.50	784276261517
MA-PRO-BI	Maestro PRO LED+ Dimmer Satin Color	\$95.50	\$71.50	784276261524
MA-PRO-DS	Maestro PRO LED+ Dimmer Satin Color	\$95.50	\$71.50	784276261555
MA-PRO-ES	Maestro PRO LED+ Dimmer Satin Color	\$95.50	\$71.50	784276261562
MA-PRO-GB	Maestro PRO LED+ Dimmer Satin Color	\$95.50	\$71.50	784276261579
MA-PRO-GS	Maestro PRO LED+ Dimmer Satin Color	\$95.50	\$71.50	784276261593
MA-PRO-HT	Maestro PRO LED+ Dimmer Satin Color	\$95.50	\$71.50	784276261609
MA-PRO-LS	Maestro PRO LED+ Dimmer Satin Color	\$95.50	\$71.50	784276261630
MA-PRO-MN	Maestro PRO LED+ Dimmer Satin Color	\$95.50	\$71.50	784276261647
MA-PRO-MR	Maestro PRO LED+ Dimmer Satin Color	\$95.50	\$71.50	784276261654
MA-PRO-MS	Maestro PRO LED+ Dimmer Satin Color	\$95.50	\$71.50	784276261661
MA-PRO-PD	Maestro PRO LED+ Dimmer Satin Color	\$95.50	\$71.50	784276261678
MA-PRO-PL	Maestro PRO LED+ Dimmer Satin Color	\$95.50	\$71.50	784276261685
MA-PRO-SI	Maestro PRO LED+ Dimmer Satin Color	\$95.50	\$71.50	784276261708
MA-PRO-ST	Maestro PRO LED+ Dimmer Satin Color	\$95.50	\$71.50	784276261715
MA-PRO-SW	Maestro PRO LED+ Dimmer Satin Color	\$95.50	\$71.50	784276261722
MA-PRO-TC	Maestro PRO LED+ Dimmer Satin Color	\$95.50	\$71.50	784276261739
MA-PRO-TP	Maestro PRO LED+ Dimmer Satin Color	\$95.50	\$71.50	784276261746

# MAESTRO PRO LED+ DIMMERS MAP (CAD) TABLE



Product SKU	Product Description	List Price (CAD )	MAP (CAD)	UPC Code
MA-PRO-AL	Maestro PRO LED+ Dimmer Gloss Color	\$104.00	\$78.00	784276261500
MA-PRO-BL	Maestro PRO LED+ Dimmer Gloss Color	\$104.00	\$78.00	784276261531
MA-PRO-BR	Maestro PRO LED+ Dimmer Gloss Color	\$104.00	\$78.00	784276261548
MA-PRO-GR	Maestro PRO LED+ Dimmer Gloss Color	\$104.00	\$78.00	784276261586
MA-PRO-IV	Maestro PRO LED+ Dimmer Gloss Color	\$104.00	\$78.00	784276261616
MA-PRO-LA	Maestro PRO LED+ Dimmer Gloss Color	\$104.00	\$78.00	784276261623
MA-PRO-WH	Maestro PRO LED+ Dimmer Gloss Color	\$104.00	\$78.00	784276261760
MA-PRO-BG	Maestro PRO LED+ Dimmer Satin Color	\$116.50	\$86.50	784276261517
MA-PRO-BI	Maestro PRO LED+ Dimmer Satin Color	\$116.50	\$86.50	784276261524
MA-PRO-DS	Maestro PRO LED+Dimmer Satin Color	\$116.50	\$86.50	784276261555
MA-PRO-ES	Maestro PRO LED+Dimmer Satin Color	\$116.50	\$86.50	784276261562
MA-PRO-GB	Maestro PRO LED+Dimmer Satin Color	\$116.50	\$86.50	784276261579
MA-PRO-GS	Maestro PRO LED+Dimmer Satin Color	\$116.50	\$86.50	784276261593
MA-PRO-HT	Maestro PRO LED+ Dimmer Satin Color	\$116.50	\$86.50	784276261609
MA-PRO-LS	Maestro PRO LED+ Dimmer Satin Color	\$116.50	\$86.50	784276261630
MA-PRO-MN	Maestro PRO LED+ Dimmer Satin Color	\$116.50	\$86.50	784276261647
MA-PRO-MR	Maestro PRO LED+ Dimmer Satin Color	\$116.50	\$86.50	784276261654
MA-PRO-MS	Maestro PRO LED+ Dimmer Satin Color	\$116.50	\$86.50	784276261661
MA-PRO-PD	Maestro PRO LED+ Dimmer Satin Color	\$116.50	\$86.50	784276261678
MA-PRO-PL	Maestro PRO LED+ Dimmer Satin Color	\$116.50	\$86.50	784276261685
MA-PRO-SI	Maestro PRO LED+ Dimmer Satin Color	\$116.50	\$86.50	784276261708
MA-PRO-ST	Maestro PRO LED+ Dimmer Satin Color	\$116.50	\$86.50	784276261715
MA-PRO-SW	Maestro PRO LED+ Dimmer Satin Color	\$116.50	\$86.50	784276261722
MA-PRO-TC	Maestro PRO LED+ Dimmer Satin Color	\$116.50	\$86.50	784276261739
MA-PRO-TP	MaestroPRO LED+ Dimmer Satin Color	\$116.50	\$86.50	784276261746



**EFFECTIVE DATE: January 17, 2022**

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

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