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Landrum Performance Springs Policy Regarding Minimum Advertised Pricing (MAP)

Landrum Performance Springs actively supports the advertising and promotion of its products by its domestic dealers and distributors. Landrum Performance Springs is building a strong reputation and following among the racing consumers. Landrum Performance Springs has determined that it shall not support advertising or promotional materials that have the effect of diminishing or detracting from the perceived value of Landrum Performance Springs products.

Effective January 1, 2006, Landrum Performance Springs has established a minimum advertised price ("MAP") on all Landrum Performance Springs products.

The MAP policy shall work under the following guidelines:

1. The MAP for all Landrum Performance Springs products shall be listed on each Landrum Performance Springs price sheet for dealers and distributors. MAP pricing is established by Landrum Performance Springs and may be adjusted by Landrum Performance Springs at its sole discretion.
2. The MAP policy applies to all advertisements of Landrum Performance Springs products in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio, and public signage. The MAP policy is not applicable to any in-store advertising that is not distributed to any customer.
3. The inclusion in advertising of free or discounted products (whether made by Landrum Performance Springs or another manufacturer) with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.
4. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone. Landrum Performance Springs dealers and distributors remain free to sell these products at any prices they elect.
5. MAP does not establish maximum advertised prices. All dealers and distributors may offer Landrum Performance Springs products at any price in excess of the MAP established for such product.
6. Landrum Performance Spring's MAP policy does not in any way limit the ability of any dealer to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price", that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
7. Intentional and/or repeated failure to abide by this policy will result in termination of dealership or distributorship. Landrum Performance Springs does not intend to do business with dealers or distributors who degrade the image of Landrum Springs and its products. Landrum Performance Springs will not provide prior notice or issue warnings before taking any action under this policy.
8. The terms of this MAP policy are confidential and should not be disclosed to other parties. This MAP policy has been established by Landrum Performance Springs to help ensure the legacy of Landrum Performance Springs as a top producer of high performance suspension products, and to protect the reputation of its name and products.

The MAP policy is also designed to ensure dealers and distributors have the incentive to invest resources into services for Landrum Performance Springs customers.

Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below.

Company: _____ Date: _____

Authorized Representative: _____