



Minimum Advertised Price Policy (MAP)

CHARCOAL COMPANION, INC. (DBA COMPANION GROUP) has determined that its interests are best served through the adoption of a minimum advertised price ("MAP") policy. This MAP policy is designed to (1) protect reseller margins so that desirable pre-sales and post-sales services and infrastructure can be provided by our channel of distribution partners; (2) support the Pizzeria Pronto® brand as a premium offering; and (3) avoid destructive intra-brand conflict.

This policy has been unilaterally adopted by the COMPANION GROUP and will be uniformly enforced.

Policy Coverage

This MAP policy covers all resellers of the **Pizzeria Pronto® Outdoor Pizza Oven** located in the United States. Although resellers remain free to establish their own resale prices, the **COMPANION GROUP** will, without assuming any liability, unilaterally impose sanctions as described in this policy against resellers who advertise applicable the **COMPANION GROUP's Pizzeria Pronto®** pizza oven at prices below those specified herein. The **COMPANION GROUP** will not discuss any conditions of acceptance related to this MAP policy, as it is non-negotiable, and will not be altered for any reseller. The **COMPANION GROUP** neither solicits, nor will it accept, any assurance of compliance with this MAP policy. Nothing in this MAP policy or in any other contract or agreement with the **COMPANION GROUP** shall constitute an agreement between the **COMPANION GROUP** and reseller that the reseller will comply with this MAP policy.

MAP applies only to minimum advertised prices and does not apply to the price at which the products are actually sold, or to advertised prices higher than the unilateral minimum resale prices established by the **COMPANION GROUP** from time to time.

Minimum Advertised Price

The current listing of products and applicable MAP prices are published on the **COMPANION GROUP** website. The products and MAP may be changed from time to time at the **COMPANION GROUP's** sole discretion. The **COMPANION GROUP's** resellers are responsible for remaining current with MAP policy, products, and pricing.

The **COMPANION GROUP's** products not specifically identified in this policy are not subject to the MAP policy. Each advertisement below the MAP will be a violation of the policy.

The MAP policy applies to all advertisements of specific **COMPANION GROUP** products in 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.

Policy Violations

In the event a reseller chooses not to follow the **COMPANION GROUP's** MAP policy, sanctions will be unilaterally imposed by the **COMPANION GROUP**, which may include withholding future product sales.

Violations of MAP policy shall be determined by the **COMPANION GROUP** in its sole discretion. The **COMPANION GROUP** will not accept any communication from a reseller who has violated this MAP policy regarding the violation or the willingness of the reseller to bring its prices into compliance with the MAP policy.

Policy Modifications

The **COMPANION GROUP** reserves the right at any time to modify, suspend, or discontinue the MAP policy in whole or in part or designate promotional periods during which the terms of the policy change or designate periods of time during which the policy is not applicable. Policy modifications shall be made available on the **COMPANION GROUP** website at www.companion-group.com.

Unilateral Action

The **COMPANION GROUP** is not seeking agreement from any reseller to adhere to this MAP policy. It is entirely within the discretion of the reseller whether to comply or not comply.

Contact Information

THE COMPANION GROUP'S SALES PERSONNEL HAVE NO AUTHORITY TO MODIFY OR GRANT EXCEPTIONS TO THIS POLICY OR HAVE ANY COMMUNICATIONS WITH ANY RESELLER REGARDING VIOLATIONS OF THIS MAP POLICY.

All questions or comments regarding this MAP policy are to be directed to the policy administrator at sales@companion-group.com. The policy administrator shall be solely responsible for determining whether a violation of the policy has occurred, communicating decisions to resellers regarding the policy and receiving any communication regarding sanctions imposed under this policy.