



Minimum Retail Price Policy (MAP)

Policy

The policy applies to all advertisements of products in all media, including but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio, and public signage, as well as tradeshow, events, internet sites, social media sites, apps, or any other electronic media.

- a. Website features such as "add to cart", "click for price," automated "bounce-back" pricing e mails, pre-formatted e-mail responses, forms, automatic price display for any items prior to being placed in a customer's shopping cart and other similar features are considered to be communications initiated by the reseller (rather than by the customer) and thereby constitute "advertising" under this MAP policy.
- b. Statements for "Call for Price", "Email for Price", "Text for Price" are considered "advertising" under the MAP policy.
- c. When a product is covered under MAP, Oryx Arms may permit resellers to advertise these products at prices lower than the MAP retail price. In such events, Oryx Arms reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period by providing advance notice to all resellers of such changes.

Oryx Arms, LLC employees, sales representatives, and any other perceived representatives are not authorized to engage in any discussion with Resellers about this Policy. Resellers are requested to not discuss or otherwise engage with any Oryx Arms, LLC employee, sales representative, or other Oryx Arms, LLC representative about the MAP Policy and/or their application. Should you have any questions or inquiries about the Policy, however, please direct them in writing to Oryxarms@aol.com



Policy Enforcement

- a. If a reseller with multiple store locations violates this MAP policy at any one store location, or on any associated website, then Oryx Arms will consider this to be a violation by the reseller.
- b. Oryx Arms reserves the right to cancel any pending orders, restrict future orders, or suspend resellers' account if Oryx Arms reasonably believes a reseller has violated the provisions of this policy; or intends to violate this policy.
- c. Oryx Arms' MAP policy Administrator is solely responsible for determining whether a violation of the MAP policy has occurred, as well as determining appropriate sanctions.
- d. The foregoing is a statement of Oryx Arms' unilateral policy and expresses the terms upon which we will deal with our customers. This policy may be modified by Oryx Arms from time to time. Oryx Arms does not seek, nor will accept, any agreement or understanding with respect to the prices you may advertise or charge at any time.
- e. Oryx Arms reviews the advertised prices of resellers, either directly or via the use of third-party agencies or tools. Resellers are expected to provide reasonable cooperation in any Oryx Arms investigations regarding possible MAP policy violations. Hindering, obstructing, delaying, or otherwise failing to cooperate with a Oryx Arms MAP policy investigation is a violation of this MAP policy.

Oryx Arms products to which this Policy applies are Bul Firearms, CR Speed / RHT and associated products. We reserve the right to modify the list of products to which this Policy applies at any time. Mass email communication of MAP policy change and/or product price change, if any, will be sent to active dealers with purchases of the Products in the preceding six months. It is each Reseller's responsibility to check the MAP Policy Price List regularly and to know which Products are covered by this Policy.

We thank you for your business and support of our MAP Policy.

Policy Acknowledgement

I have read and understand the Oryx Arms MAP Policy.

Printed Name

Printed Name

Title

Title

Representative Initials_____

ORYX ARMS Initials_____