

**MRPP**

**Advertising and Distribution Policy**

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## **MINIMUM RESALE PRICE (MRP) POLICY**

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MANY OF CALCULATED INDUSTRIES PRODUCTS ARE COVERED BY AN ADVERTISING AND DISTRIBUTION POLICY THAT INCLUDES A MRP POLICY.

CI recognizes that it is in its best interests to take steps to protect and enhance the quality image and the goodwill of its products, brand names and trademarks. The MRPP is designed to give the resellers CI selects to do business with sufficient margin to enable them to offer outstanding customer sales support. It is also designed to discourage “free riding” and other activities that tend to “commoditize” CI’s products. Steps like these support CI’s brand mission to design, develop and deliver best-in-class calculating and measuring products and outstanding customer support.

This Canadian Minimum Resale Price Program (MRPP) is designed to facilitate Calculated Industries Inc.’s (CI) entry in the Canadian market and the acceptance of its products in Canada. The MRPP is designed as well to enhance and protect the image and goodwill of Calculated Industries and its products, brand names and trademarks, in support of its brand mission to design, develop and deliver best-in-class calculating and measuring products.

Through the MRPP, CI intends to help ensure that CI’s product line is delivered in Canada through professional and knowledgeable Dealers that provide outstanding customer service. CI has therefore determined to do business only with qualified Canadian Dealers of its selection and upon the unilateral terms and conditions set forth in this MRPP.