

MINIMUM ADVERTISED PRICING OVERVIEW

RockTape 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 partners; (2) support the RockTape brand as a premium offering; and (3) avoid destructive intra-brand channel conflict.

This policy has been unilaterally adopted by RockTape and will be uniformly enforced. RockTape’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.

Dealer agrees to hold all trademarks of RockTape as the property of RockTape and use advertising materials provided by RockTape in an authorized manner only. Intentional or repeated failure to abide by this policy will result in termination of dealership or sales representatives. RockTape does not intend to do business with dealers or sales representatives who degrade the image of RockTape and its products.

RockTape will not provide prior notice or issue warnings before taking any action under this policy.

MINIMUM ADVERTISED PRICE POLICY

The MAP for all RockTape products shall be no more than 10% less than the published list price provided below. MAP pricing is established by RockTape and may be adjusted by RockTape at its sole discretion.

Dealer agrees to hold all trademarks of RockTape as the property of RockTape and use advertising materials provided by RockTape in an authorized manner only. Intentional or repeated failure to abide by this policy will result in termination of dealership or sales representatives. RockTape does not intend to do business with dealers or sales representatives who degrade the image of RockTape and its products.

RockTape will not provide prior notice or issue warnings before taking any action under this policy.

2014 PRICE LIST

Product	MSRP	MAP
2” standard rolls of RockTape kinesiology tape (2” x 16.4’)	\$20	\$18
4” standard rolls of RockTape kinesiology tape (4” x 16.4’)	\$40	\$36

2" bulk rolls of RockTape kinesiology tape (2" x 105')	\$120	\$108
4" bulk rolls of RockTape kinesiology tape (4" x 105')	\$240	\$216
4-oz RockSauce analgesic lotion	\$20	\$18
8-oz RockSauce analgesic lotion	\$35	\$31.50
Knee Caps	\$60	\$54
G-Loves performance gloves	\$40	\$36
RockGaurds II shin protectors	\$60	\$54
400g Rock Rub hand and body balm	\$35	\$31.50
RockWrist	\$24.99	\$22.49
RockBands – Ex Light	\$25	\$22.50
RockBands – Light	\$35	\$31.50
RockBands – Medium	\$45	\$40.50
RockBands – Heavy	\$50	\$45
RockBands – Ex Heavy	\$60	\$54
RockBandsRx – Ex light	\$70	\$63
RockBandRx – Light	\$80	\$72
RockBandRx – Medium	\$90	\$81
RockBandRx – Heavy	\$100	\$90
RockBandRx – Ex Heavy	\$110	\$99
RockBalls	\$20	\$18
RockSauce Chill	\$20	\$18
Talons	\$45	\$40.50