



SnapAV Unilateral Pricing Policy

SnapAV has established and maintains a unilateral pricing policy for selected products. This policy has been established for the following reasons: 1. To protect reseller margins so that pre and post sale services and infrastructure can be provided; 2. Support brand image by, among other things, avoiding its use as a loss leader; and 3. To insure appropriate price levels to facilitate technology development and new product introductions. This policy establishes a minimum pricing level on selected products (see attachment A), outlines the penalties for violations, outlines the scope of the policy and outlines specifics of the product distribution system.

“Colgate policies” (commonly referred to as Unilateral Pricing Policies) are common tools used in managing discount pricing practices that internet trade and proposal selling facilitates. They are not an agreement between manufacturers and resellers, but rather a unilateral policy put in place by the manufacturer to maintain brand image and/or other elements. Please read and understand this policy and how it impacts you as a SnapAV reseller.

Minimum Pricing Levels

Attachment “A” establishes minimum pricing levels for specific products. Listed products must not be bundled with free delivery, installation or other products/services to present the perception of discounts. Periodically SnapAV will distribute updated “Attachment A” documentation for this policy. The most current revision will be the governing list for the policy and will be the standard to which all resellers will be held accountable.

Violations Defined

Violations are any and all advertisements, offers, proposals, sales, or promotions that list the specified products at less than the minimum allowed price. Note that any SnapAV resellers are allowed to advertise, offer, propose, sell or promote any and all SnapAV products at any price they desire, however, SnapAV will unilaterally enforce this policy per the penalties listed below.

Penalties for Violations

Upon the first violation of the SnapAV Unilateral Pricing Policy, the violating reseller will be suspended from selling any Episode Speaker product for a period of 90 days. During this suspension the reseller will not be allowed to purchase any Episode Speaker product from SnapAV. A second violation will result in a 180 day suspension. Third violations will result in full termination of the dealer agreement and suspension will last for 366 days beyond the termination date.

Scope of the Policy

This policy applies to all resellers in all classes and offers no exceptions. SnapAV will not discuss

any conditions of acceptance of this policy, as it is non-negotiable and will not be altered for any reseller. SnapAV neither solicits, nor will it accept, any assurance of compliance with this policy. Nothing in this policy shall constitute an agreement between SnapAV and any reseller that the reseller will comply with this policy. This policy covers all products listed in the most recent version of "Attachment A" as distributed to dealers periodically. The most recent version will be maintained on the SnapAV website for inspection by resellers. This policy is in full effect as of the original notification, dated June 17, 2009.

Product Distribution System

The current product distribution system is through a network of local resellers who are not authorized to engage in internet reselling as outlined in their dealer agreement. These resellers secure business by designing, selling and installing systems in residential and commercial facilities. Typically they use a proposal process to secure the business and in those proposals generally list product specifics such as model number and price. While discount pricing is a practice often used in these proposals to secure a contract, it should be noted that the products covered under this unilateral pricing policy must not be discounted for any reason.

Policy Modifications

SnapAV retains the right to modify, suspend or discontinue this policy in whole or in part or to designate promotional periods during which the terms of the policy either change or are inapplicable.

Contact Information

Any questions or concerns should be sent via email to Bill Beltz, V.P. Sales at bill.beltz@snapav.com

Attachment A

| In-Ceiling | MSRP | Minimum Price |
|----------------------------------|----------|---------------|
| ES-150-IC-6 | \$199.00 | \$99.00 |
| ES-150T-IC-6 | \$202.81 | \$174.95 |
| ES-300-IC-6 | \$393.94 | \$249.00 |
| <i>ES-300-IC-8 (Legacy)</i> | \$449.00 | \$299.00 |
| ES-350T-IC-6 | \$272.79 | \$239.95 |
| ES-350TS-IC-6 | \$332.82 | \$289.95 |
| ES-350T-IC-8 | \$332.82 | \$289.95 |
| <i>ES-500-IC-6 (Legacy)</i> | \$499.00 | \$349.00 |
| <i>ES-500-IC-8 (Legacy)</i> | \$599.00 | \$399.00 |
| ES-AW350T-IC-6 | \$302.81 | \$264.95 |
| ES-350T-POINT-6 | \$225.81 | \$195.95 |
| ES-350T-ICDVC-6 | \$187.80 | \$163.95 |
| ES-350T-ICDVC-8 | \$236.95 | \$211.95 |
| ES-350T-ICSURR-6 | \$369.00 | \$301.95 |
| ES-AW350T-ICDVC-6 | \$219.88 | \$182.95 |
| <i>ES-AW300-ICDVC-6 (Legacy)</i> | \$199.00 | \$149.00 |
| <i>ES-500-ICDVC-6 (Legacy)</i> | \$299.00 | \$199.00 |
| <i>ES-500-ICSURR-6 (Legacy)</i> | \$499.00 | \$349.00 |
| <i>ES-500T-IC-6 (Legacy)</i> | \$549.00 | \$399.00 |
| <i>ES-500T-IC-8 (Legacy)</i> | \$649.00 | \$449.00 |
| ES-550T-IC-6 | \$352.75 | \$314.95 |
| ES-550T-IC-8 | \$432.82 | \$374.95 |
| <i>ES-500-POINT-6 (Legacy)</i> | \$299.00 | \$199.00 |
| <i>ES-500T-ICDVC-6 (Legacy)</i> | \$349.00 | \$249.00 |
| <i>ES-500T-ICDVC-8 (Legacy)</i> | \$449.00 | \$299.00 |
| ES-550T-POINT-6 | \$268.84 | \$233.95 |
| ES-550T-ICDVC-6 | \$282.84 | \$245.95 |
| ES-550T-ICDVC-8 | \$373.83 | \$325.95 |
| ES-550T-ICSURR-6 | \$424.84 | \$367.95 |
| ES-550T-ICSURR-8 | \$520.71 | \$447.95 |
| <i>ES-700-IC-6 (Legacy)</i> | \$699.00 | \$449.00 |
| <i>ES-700-IC-8 (Legacy)</i> | \$749.00 | \$499.00 |
| <i>ES-700T-IC-6 (Legacy)</i> | \$749.00 | \$499.00 |
| <i>ES-700T-IC-8 (Legacy)</i> | \$799.00 | \$549.00 |
| <i>ES-700-ICSURR-6 (Legacy)</i> | \$699.00 | \$449.00 |
| <i>ES-700-POINT-6 (Legacy)</i> | \$399.00 | \$259.00 |
| ES-HT700-ICLCR-5 | \$840.83 | \$571.95 |
| ESS-1300T-IC-4 | \$187.80 | \$187.80 |
| ESS-1300T-IC-6 | \$202.81 | \$202.81 |
| ESS-1300T-IC-8 | \$247.83 | \$247.83 |

| | | |
|---------------------|----------|----------|
| ESS-1300T-ICDVC-6 | \$303.85 | \$303.85 |
| ESS-1300T-POINT-6 | \$303.85 | \$303.85 |
| ESS-AW1300T-IC-6 | \$261.83 | \$261.83 |
| ESS-AW1300T-ICDVC-6 | \$333.80 | \$333.80 |
| ESS-1500T-IC-4 | \$247.83 | \$247.83 |
| ESS-1500T-IC-6 | \$262.84 | \$262.84 |
| ESS-1500T-IC-8 | \$347.83 | \$347.83 |
| ESS-1500T-ICDVC-6 | \$369.82 | \$369.82 |
| ESS-1500T-ICDVC-8 | \$454.67 | \$454.67 |
| ESS-1500T-POINT-6 | \$369.82 | \$369.82 |
| ESS-1500T-ICSURR-6 | \$360.81 | \$360.81 |
| ESS-1500T-ICSURR-8 | \$454.67 | \$454.67 |
| ESS-1700T-IC-6 | \$332.82 | \$332.82 |
| ESS-1700T-IC-8 | \$417.81 | \$417.81 |
| ESS-1700T-ICSURR-6 | \$455.68 | \$455.68 |
| ESS-1700T-ICSURR-8 | \$545.67 | \$545.67 |
| ESS-1700T-POINT-6 | \$455.68 | \$455.68 |

| In-Wall | MSRP | Minimum Price |
|-----------------------------------|-------------|----------------------|
| ES-150T-IW-6 | \$232.83 | \$199.95 |
| <i>ES-300-IW-6 (Legacy)</i> | \$349.00 | \$249.00 |
| <i>ES-300-IW-8 (Legacy)</i> | \$399.00 | \$299.00 |
| ES-350T-IW-6 | \$345.81 | \$302.95 |
| ES-350T-IW-8 | \$406.84 | \$353.95 |
| <i>ES-500-IW-6 (Legacy)</i> | \$499.00 | \$349.00 |
| <i>ES-500-IWLCR-4 (Legacy)</i> | \$299.00 | \$199.00 |
| ES-550T-IW-6 | \$370.47 | \$320.95 |
| ES-550T-IW-8 | \$409.83 | \$358.95 |
| ES-550T-IWLCR-6 | \$300.84 | \$257.95 |
| ES-550T-IWSURR-6 | \$464.62 | \$402.95 |
| <i>ES-700-IW-6 (Legacy)</i> | \$699.00 | \$449.00 |
| <i>ES-700-IWLCR-5 (Legacy)</i> | \$399.00 | \$259.00 |
| ES-HT700-IWLCR-6 | \$926.24 | \$649.00 |
| ES-HT900-IWLCR-6 | \$1,419.95 | \$999.00 |
| ES-HT950-IW-7 | \$2,179.95 | \$1,499.00 |
| ES-HT950-IWSURR-6 | \$1,149.95 | \$899.00 |
| <i>ES-KAMELEON-12x16 (Legacy)</i> | \$800.00 | \$699.95 |
| ESS-1300T-IW-6 | \$202.81 | \$202.81 |
| ESS-1300T-IW-8 | \$232.25 | \$232.25 |
| ESS-1300T-IWDVC-6 | \$294.84 | \$294.84 |
| ESS-1500T-IW-6 | \$262.84 | \$262.84 |
| ESS-1500T-IW-8 | \$302.45 | \$302.45 |
| ESS-1500T-IWSURR-6 | \$355.82 | \$355.82 |

| | | |
|--------------------|----------|----------|
| ESS-1500T-IWLCR-6 | \$369.82 | \$369.82 |
| ESS-1500T-IWDVC-6 | \$360.81 | \$360.81 |
| ESS-1700T-IW-6 | \$332.82 | \$332.82 |
| ESS-1700T-IW-8 | \$372.50 | \$372.50 |
| ESS-1700T-IWSURR-6 | \$469.68 | \$469.68 |
| ESS-1700T-IWLCR-6 | \$387.80 | \$387.80 |

| In-Room | MSRP | Minimum Price |
|--------------------------------------|-------------|----------------------|
| ES-300-LCR-3-BLK | \$165.07 | \$109.00 |
| ES-300-LCR-3-WHT | \$158.06 | \$109.00 |
| ES-300-SAT-3-BLK | \$115.95 | \$84.00 |
| ES-300-SAT-3-WHT | \$115.95 | \$84.00 |
| ES-500-SAT-4-BLK | \$234.45 | \$149.00 |
| ES-500-SAT-4-WHT | \$226.44 | \$149.00 |
| ES-500-LCR-4-BLK | \$281.44 | \$199.00 |
| ES-500-LCR-4-WHT | \$286.44 | \$199.00 |
| ES-700-MON-6-BLK | \$337.34 | \$249.00 |
| ES-700-LCR-5-BLK | \$526.95 | \$359.00 |
| ES-700-TWR-6-BLK | \$861.44 | \$599.00 |
| <i>ES-HT900-LCR-6 (Legacy)</i> | \$799.00 | \$599.00 |
| ES-SNDBR-2.1-BLK | \$706.56 | \$549.00 |
| ES-300-SNDBAR-30-BLK | \$503.95 | \$399.95 |
| ES-300-SNDBAR-40-BLK | \$605.95 | \$499.95 |
| ES-300-SNDBAR-50-BLK | \$705.95 | \$599.95 |
| ES-350-SNDBAR-30-BLK | \$503.95 | \$399.95 |
| ES-350-SNDBAR-40-BLK | \$605.95 | \$499.95 |
| ES-350-SNDBAR-50-BLK | \$705.95 | \$599.95 |
| ES-350-SNDBAR-60-BLK | \$806.99 | \$699.95 |
| ES-500-SNDBAR-40-BLK | \$805.85 | \$699.95 |
| <i>ES-500-SNDBAR-50-BLK (Legacy)</i> | \$899.00 | \$799.95 |
| ES-550-SNDBAR-40-BLK | \$806.81 | \$699.95 |
| ES-550-SNDBAR-50-BLK | \$907.99 | \$799.95 |
| ES-550-SNDBAR-60-BLK | \$1,009.95 | \$899.95 |
| ES-500T-SNDBR-40-BLK | \$907.99 | \$799.95 |
| <i>ES-500T-SNDBR-50-BLK (Legacy)</i> | \$999.00 | \$899.95 |
| ES-550T-SNDBR-40-BLK | \$907.99 | \$799.00 |
| ES-550T-SNDBR-50-BLK | \$1,009.95 | \$899.00 |
| ES-550T-SNDBR-60-BLK | \$1,109.95 | \$999.95 |
| ES-300-OWLCR-L-BLK | \$301.95 | \$249.95 |
| <i>ES-300-OWLCR-M-BLK (Legacy)</i> | \$199.00 | \$169.95 |
| ES-350-OWLCR-L | \$301.95 | \$249.95 |
| ES-350-OWLCR-M | \$200.99 | \$169.95 |
| <i>HT-525SURR (Legacy)</i> | \$1,299.00 | \$899.00 |

| All-Weather/Outdoor | MSRP | Minimum Price |
|-------------------------------------|-------------|----------------------|
| ES-LS-SAT-4-BRN | \$237.30 | \$190.00 |
| KIT-ES-LS-SAT-4 | \$2,069.95 | \$1,823.50 |
| ES-LS-SAT-6-BRN | \$465.70 | \$360.00 |
| KIT-ES-LS-SAT-6 | \$2,939.95 | \$2,503.50 |
| ES-LS-SAT-8-BRN | \$655.15 | \$560.00 |
| KIT-ES-LS-SAT-8 | \$3,939.95 | \$3,600.00 |
| ES-AW-360-6-BRN | \$503.71 | \$389.95 |
| ES-LS-BSUB-8-CPR | \$706.95 | \$500.00 |
| ES-LS-BSUB-10-CPR | \$1,034.95 | \$750.00 |
| ES-LS-BSUB-12-CPR | \$1,515.95 | \$1,250.00 |
| ES-LS-HSUB-10-BLK | \$1,415.95 | \$1,150.00 |
| ES-ROCK-DVC-6-GRA | \$325.94 | \$199.00 |
| ES-ROCK-DVC-6-SAN | \$337.94 | \$199.00 |
| ES-ROCK-DVC-8-GRA | \$402.33 | \$279.00 |
| ES-ROCK-DVC-8-SAN | \$436.28 | \$279.00 |
| ES-500-AW-4 | \$301.99 | \$199.00 |
| ES-500-AW-6 | \$401.96 | \$299.00 |
| ES-500-AW-8 | \$606.05 | \$399.00 |
| ES-500-AW-DVC-6 | \$301.99 | \$249.00 |
| <i>ES-AW-DVC-5-BLK (Legacy)</i> | \$229.00 | \$179.00 |
| <i>ES-AW-DVC-5-WHT (Legacy)</i> | \$229.00 | \$179.00 |
| <i>ES-AW300-ICDVC-6 (Legacy)</i> | \$199.00 | \$149.00 |
| <i>ES-AW-5-BLK (Legacy)</i> | \$329.00 | \$229.00 |
| <i>ES-AW-5-WHT (Legacy)</i> | \$329.00 | \$229.00 |
| <i>ES-AW-6-BLK (Legacy)</i> | \$497.95 | \$299.00 |
| <i>ES-AW-6-WHT (Legacy)</i> | \$429.00 | \$299.00 |
| <i>ES-PLANTER-DVC-6-TC (Legacy)</i> | \$399.00 | \$279.00 |
| <i>ES-AW-SNDBR-S (Legacy)</i> | \$899.95 | \$699.95 |
| <i>ES-AW-SNDBR-M (Legacy)</i> | \$999.95 | \$599.95 |
| ES-TERRAIN-SAT-2.0 | \$349.95 | \$299.00 |
| ES-TERRAIN-SUB | \$799.95 | \$549.00 |
| ES-TERRAIN-SYS-4.1 | \$1,499.95 | \$1,149.00 |
| KIT-ES-LS-SYSTEM-4 | \$2,849.95 | \$2,323.50 |
| KIT-ES-LS-SYSTEM-8 | \$3,839.95 | \$3,083.50 |
| SB-AW-SNDBR-S | \$899.95 | \$599.95 |
| SB-AW-SNDBR-M | \$999.95 | \$699.95 |

| Subwoofers | MSRP | Minimum Price |
|-------------------------------------|-------------|----------------------|
| ES-SUB-TRP8-300-BLK | \$904.08 | \$726.95 |
| ES-SUB-TRP10-500-BLK | \$1,009.95 | \$849.00 |
| ES-SUB-ELE8-110-MB | \$383.46 | \$299.00 |
| ES-SUB-ELE10-200-MB | \$533.81 | \$399.00 |
| ES-SUB-ELE12-300-MB | \$655.95 | \$499.00 |
| ES-SUB-EVO12-300-BLK | \$756.42 | \$649.99 |
| ES-SUB-EVO10-200-BLK | \$606.42 | \$549.00 |
| ES-SUB-EVO8-110-BLK | \$454.49 | \$399.00 |
| ES-SUB-EVO8-110-WHT | \$490.45 | \$431.95 |
| <i>ES-SUB-EVO6-100-BLK (Legacy)</i> | \$325.95 | \$268.95 |
| ES-SUB-EVO6-100-WHT | \$338.96 | \$278.95 |
| ES-SUB-IW-DUAL8 | \$604.99 | \$399.00 |
| ES-SUB-IW-SNGL8 | \$301.99 | \$199.00 |
| ES-SUB-EVO12-700-BLK | \$779.95 | \$649.99 |
| ES-SUB-EVO10-450-BLK | \$619.95 | \$549.00 |
| ES-SUB-EVO10-450-WHT | \$669.95 | \$549.00 |
| ES-SUB-EVO8-250-WHT | \$509.95 | \$431.95 |
| ES-SUB-EVO8-250-BLK | \$479.95 | \$399.00 |
| ES-SUB-EVO6-200-BLK | \$339.95 | \$268.95 |
| ES-SUB-EVO6-200-WHT | \$359.95 | \$278.95 |
| ES-SUB-ELE10-450-BLK | \$549.95 | \$399.00 |
| ES-SUB-ELE12-700-BLK | \$679.95 | \$499.00 |
| ES-SUB-ELE8-250-BLK | \$409.95 | \$299.00 |
| ESS-SUB-SNGL-8 | \$299.00 | \$199.95 |
| ESS-SUB-ENC-IWIC-PCO | \$249.95 | \$199.95 |
| ESS-SUB-ENC-RET-SGL8 | \$499.95 | \$399.95 |
| <i>ES-SUB-8-110-BLK (Legacy)</i> | \$479.00 | \$399.00 |
| <i>ES-SUB-8-110-MB (Legacy)</i> | \$379.00 | \$299.00 |
| <i>ES-SUB-10-200-BLK (Legacy)</i> | \$629.00 | \$549.00 |
| <i>ES-SUB-10-200-MB (Legacy)</i> | \$529.00 | \$399.00 |
| <i>ES-SUB-12-300-BLK (Legacy)</i> | \$749.00 | \$649.00 |
| <i>ES-SUB-12-300-MB (Legacy)</i> | \$649.00 | \$499.00 |
| <i>ES-SUB-CUB8-110-BLK (Legacy)</i> | \$399.00 | \$349.00 |
| <i>ES-SUB-CUB8-110-WHT (Legacy)</i> | \$399.00 | \$349.00 |
| <i>C3-SUB10-BLK (Legacy)</i> | \$349.00 | \$299.00 |
| <i>C5-SUB10-BLK (Legacy)</i> | \$449.00 | \$389.00 |
| <i>C5-SUB10-CHY (Legacy)</i> | \$449.00 | \$389.00 |
| <i>C5-SUB12-BLK (Legacy)</i> | \$599.00 | \$499.00 |
| <i>C5-SUB12-CHY (Legacy)</i> | \$599.00 | \$499.00 |
| <i>CUB-SUB8-BLK (Legacy)</i> | \$349.00 | \$299.00 |
| <i>CUB-SUB8-WHT (Legacy)</i> | \$349.00 | \$299.00 |