

STANDARD HORIZON M.A.P. POLICY

In an effort to protect dealer profitability and insure the perceived value of STANDARD HORIZON products does not erode, STANDARD HORIZON the Marine Division of Yaesu, USA has adopted a Minimum Advertised Price Policy (here to fore referred to as M.A.P.) for selected products. The formal policy is as follows:

STANDARD HORIZON is establishing a M.A.P. for selected STANDARD HORIZON models. Any products with a M.A.P. specified require any and all STANDARD HORIZON dealers/distributors to follow the following M.A.P. policy:

1. The M.A.P. price must be observed by all distributors or dealers advertising any STANDARD HORIZON product that has a M.A.P. via the following forms of advertising:
 - a. Advertising media includes the following:
 - i. Catalogs
 - ii. Flyers
 - iii. Mailings
 - iv. In store displays
 - v. Posters/Billboards
 - vi. All forms of Internet advertising or display (any site or location accessed by hyper-text transfer protocol http)
 - vii. Audible media (television, radio, phone systems, etc.)

2. STANDARD HORIZON is establishing a M.A.P. for select products. With regard to the product for which a M.A.P. is established, it will be STANDARD HORIZON'S policy to reduce any available Co-Op advertising contributions by 50% for a first time violation. Any violation thereafter will result in forfeiture of remaining Co-Op funds plus a 60-day moratorium on the supply of the specific product in question. The M.A.P. price for any STANDARD HORIZON product that has one established must be prominently displayed without any alteration (no strike through or other modification to the M.A.P.). Any advertising that lists both the M.A.P. and any other price shall be considered a M.A.P. violation.

The M.A.P. policy only covers the items for which a M.A.P. has been established. In

addition it only covers the advertised price of the product and does not relate to a M.A.P. products actual sales price.

The foregoing is a statement of STANDARD HORIZON'S unilateral policy and expresses the terms upon which we deal with our customers. STANDARD HORIZON may modify the policy at any time. STANDARD HORIZON does not seek nor will it accept, any agreement or understanding with any of our dealers/distributors with respect to the price a STANDARD HORIZON dealer or distributor may advertise or charge at any time for a STANDARD HORIZON product for which a M.A.P. is established. STANDARD HORIZON reserves the right to change, modify or discontinue any of its programs without notice or obligation.