

Sony Security 2016 Minimum Advertised Price (MAP) Program

Sony Security System's Minimum Advertised Price (MAP) Program is designed to help Sony Security Preferred Resellers (hereafter SSPRs) and Non-SSPRs maintain the long term strength of Sony brand equity by insuring they are able to engage in advertising that best conveys to end users the value of Sony's Security Products.

Sony takes great pride in being recognized as one of the most admired brands, not only in the Security Systems industry, but among all brands in the world. End users have great demand for Sony Security Products because they believe that Sony Security Products offer unsurpassed quality and value. We believe that this program, more fully described below, will allow SSPRs and Non-SSPRs to profitably market and effectively promote the value of Sony Security to these end users.

Minimum Advertised Price (MAP):

The MAP for "A" stock Sony security products are the Sony Suggested List Prices for (SLP) for those products.

MAP Products:

A complete list of applicable products and SLP's can be found in Table 1.

Advertisements:

This MAP Program will apply to all Advertisements (defined below) of MAP Product(s) by an SSPR or Non-SSPR, including, without limitation, in-store, out of home, print, and online.

- "Advertisements" is defined as any and all advertisements in all media including, but not limited to, inserts, newspapers, magazines, catalogs, public signage, billboards, any other print media, television, radio, e-mail, internet websites or other ecommerce, flyers, posters, coupons, brochures, any use of hypertext transfer protocol or internal links to a web based shopping cart and any other electronic media.
- All advertisements of MAP Product(s) must include the Sony model name and a price at or above the MAP.
- At no time during this MAP Program may the SSPR or Non-SSPR make any statements or other indications on its website in connection with any MAP Product(s) that indicates or implies that a lower price may be found at the online checkout stage, including, but not limited to, the following:
 - "Click here for lower price"
 - "See Price In Cart"
 - "Log-in for price"
 - "Add to Cart for Lower Price"
 - "Check Cart for Lower Price"
 - "Mouse over for Price"
 - "Email for a better Price"
 - "Call for Lower Price" or "Call for Price"
- MAP products may only be advertised as standalone products and may not include any promotional allowances (eg rebates, coupons, free premiums, reward program offerings, etc.), except for Sony authorized promotions (eg manufacturer's rebates).
- This MAP Policy does not apply to any reduced price that a SSPR or Non-SSPR wishes to place within a purchaser's online shopping cart as a final stage of an online purchase(s), so long as the end user enters the final stage on his/her own without any reference on the website that a lower price will be found at the final purchasing stage.
- **B-Stock and Used Equipment:** B-Stock and Used equipment can be advertised below the designated MAP so long as the SSPR or Non-SSPR clearly and prominently discloses that the product is "B-Stock" or "used equipment." Sony defines used equipment as product obtained through customer return, customer trade-in, demo units, or other means.

SSPR/Non-SSPR MAP Violation Penalties:

Any advertisement(s) that does not comply with terms of this MAP Program will be deemed a violation by the MAP review board. Each incidence of advertised product below MAP subsequent to the 1st violation, regardless of model, will be treated as an additional violation.

Sony will directly communicate MAP violations to SSPR and Non-SSPR accounts on a monthly basis.

1st Violation:

Sony will issue a warning letter SSPR or Non-SSPR for any violation(s) that has occurred. The SSPR or Non-SSPR will have ten (10) business days to correct the violation. If the violation is not corrected within this period of time, a second violation will be deemed to have occurred.

2nd Violation:

Sony will issue a warning letter to SSPR or Non-SSPR for any violation(s) that has occurred. The SSPR or Non-SSPR will have ten (10) business days to correct the violation. If the violation is not corrected within this period of time, a third violation will be deemed to have occurred.

3rd Violation:

The SSPR or Non-SSPR will be placed on Sony's Security Products Prohibited Accounts list that can be found at www.sony.com/prohibitedaccounts. Sony Security distributors are not permitted to sell Sony Security products to any company or individual on the Prohibited Accounts List. SSPR's that commit 3 violations will be removed from Sony's SSPR program, but will be eligible for program reinstatement and removal from the Prohibited Accounts list after 6 months, subject to Sony's approval. Non-SSPR's that commit 3 violations will be eligible for removal from the Prohibited Accounts list after 6 months, subject to Sony's approval.

- The date of violation will be as determined by Sony's MAP Review Board.

Each violation with respect to a MAP Product will remain on record for one (1) year following the SSPR or Non-SSPR's last violation for that product(s).

Monitoring and Reporting:

Sony will monitor advertised prices of MAP Products, either directly or via the use of third parties. Third parties retained by Sony may monitor an SSPR or Non-SSPR's advertisements and website advertising including, but not limited to, review of advertised prices.

Changes to Policy:

Sony may change or cancel this program at any time.

Table 1

Model	Suggested List Price (SLP)	Minimum Advertised Price (MAP)
NSR-500	\$ 3,398.00	\$ 3,398.00
SNC-CH110/B	\$ 401.00	\$ 401.00
SNC-CH110/S	\$ 401.00	\$ 401.00
SNC-CH160	\$ 1,248.00	\$ 1,248.00
SNC-CH180	\$ 1,748.00	\$ 1,748.00
SNC-CH260	\$ 1,498.00	\$ 1,498.00
SNC-CH280	\$ 2,148.00	\$ 2,148.00
SNC-CX600	\$ 498.00	\$ 498.00
SNC-CX600W	\$ 498.00	\$ 498.00
SNC-DH110/B	\$ 398.00	\$ 398.00
SNC-DH110/W	\$ 398.00	\$ 398.00
SNC-DH110T/B	\$ 435.00	\$ 435.00
SNC-DH110T/W	\$ 435.00	\$ 435.00
SNC-DH120	\$ 798.00	\$ 798.00

Table 1 Continued:

SNC-DH160	\$ 1,148.00	\$ 1,148.00
SNC-DH180	\$ 1,748.00	\$ 1,748.00
SNC-DH220	\$ 1,048.00	\$ 1,048.00
SNC-DH220T	\$ 1,098.00	\$ 1,098.00
SNC-DH240	\$ 1,798.00	\$ 1,798.00
SNC-DH240T	\$ 1,848.00	\$ 1,848.00
SNC-DH260	\$ 1,398.00	\$ 1,398.00
SNC-DH280	\$ 2,148.00	\$ 2,148.00
SNC-EB600	\$ 725.00	\$ 725.00
SNC-EB600B	\$ 659.00	\$ 659.00
SNC-EB602R	\$ 1,073.00	\$ 1,073.00
SNC-EB630	\$ 963.00	\$ 963.00
SNC-EB630B	\$ 902.00	\$ 902.00
SNC-EB632R	\$ 1,307.00	\$ 1,307.00
SNC-EM600	\$ 726.00	\$ 726.00
SNC-EM601	\$ 753.00	\$ 753.00
SNC-EM602RC	\$ 1,054.00	\$ 1,054.00
SNC-EM630	\$ 954.00	\$ 954.00
SNC-EM631	\$ 997.00	\$ 997.00
SNC-EM632RC	\$ 1,269.00	\$ 1,269.00
SNC-EP520	\$ 1,757.00	\$ 1,757.00
SNC-EP550	\$ 2,098.00	\$ 2,098.00
SNC-EP580	\$ 3,395.00	\$ 3,395.00
SNC-ER520	\$ 3,330.00	\$ 3,330.00
SNC-ER550	\$ 3,627.00	\$ 3,627.00
SNC-ER580	\$ 4,159.00	\$ 4,159.00
SNC-ER585	\$ 5,209.00	\$ 5,209.00
SNC-HM662	\$ 1,210.00	\$ 1,210.00
SNC-VB600	\$ 1,180.00	\$ 1,180.00
SNC-VB630	\$ 1,396.00	\$ 1,396.00
SNC-VB632D	\$ 1,528.00	\$ 1,528.00
SNC-VB635	\$ 1,975.00	\$ 1,975.00
SNC-VM600	\$ 1,000.00	\$ 1,000.00
SNC-VM601	\$ 1,050.00	\$ 1,050.00
SNC-VM602R	\$ 1,498.00	\$ 1,498.00
SNC-VM630	\$ 1,396.00	\$ 1,396.00
SNC-VM631	\$ 1,496.00	\$ 1,496.00
SNC-VM632R	\$ 1,696.00	\$ 1,696.00
SNC-WR600	\$ 4,033.00	\$ 4,033.00
SNC-WR602C	\$ 4,555.00	\$ 4,555.00
SNC-WR630	\$ 4,520.00	\$ 4,520.00
SNC-WR632C	\$ 5,389.00	\$ 5,389.00
SNC-XM631	\$ 498.00	\$ 498.00
SNC-XM632	\$ 798.00	\$ 798.00
SNC-XM636	\$ 798.00	\$ 798.00
SNC-XM637	\$ 798.00	\$ 798.00
SNT-EP104	\$ 1,100.00	\$ 1,100.00

Table 1 Continued:

SNT-EP154	\$ 1,000.00	\$ 1,000.00
SNT-EX101	\$ 800.00	\$ 800.00
SNT-EX101E	\$ 800.00	\$ 800.00
SNT-EX104	\$ 1,300.00	\$ 1,300.00
SNT-EX154	\$ 1,056.00	\$ 1,056.00
SNT-RS1U	\$ 700.00	\$ 700.00
SNT-RS3U	\$ 1,800.00	\$ 1,800.00
UNI-ONEP520C2	\$ 2,758.00	\$ 2,758.00
UNI-ONEP520C7	\$ 3,309.00	\$ 3,309.00
UNI-ONEP550C2	\$ 3,725.00	\$ 3,725.00
UNI-ONEP550C7	\$ 3,977.00	\$ 3,977.00
UNI-ONEP580C2	\$ 4,395.00	\$ 4,395.00
UNI-ONEP580C7	\$ 4,599.78	\$ 4,599.78
UNI-ONER520C2	\$ 3,865.00	\$ 3,865.00
UNI-ONER520C7	\$ 4,335.00	\$ 4,335.00
UNI-ONER550C2	\$ 4,435.00	\$ 4,435.00
UNI-ONER550C7	\$ 4,799.00	\$ 4,799.00
UNI-ONER580C2	\$ 4,694.00	\$ 4,694.00
UNI-ONER580C7	\$ 4,906.00	\$ 4,906.00

Updated April 1, 2016