



8300 West Good Hope Road
Milwaukee, Wisconsin 53223
800.558.5592 phone
414.353.7069 fax

March 1, 2012

PERLICK MAP POLICY

Effective March 1, 2012 the Perlick Corporation will implement a Minimum Advertized Price Policy (MAP Policy)

This action is being taken in an effort to maintain Perlick's brand reputation of providing high quality- high performance products. It is also intended to ensure that our dealers and distributors have incentives to invest the resources required to introduce consumers to Perlick products, to guide consumers to select and specify the Perlick products that are most appropriate for those consumers and to provide educational and other support for Perlick products.

Here are the specifics of the Perlick MAP policy:

- The MAP pricing level is 50% off of current list prices for all commercial products EXCEPT our single door under counter refrigerators, freezers and wine coolers. (Model numbers that begin with H). In order to preserve our UMRP pricing for their residential counterparts, these items must be either at catalog list price or with no price at all. A photo of the item and copy that reads "call us for pricing" is acceptable for these models.
- The MAP policy applies to all Perlick products that are published in our Bar Equipment, Century Dispensing System and Quick Chill price lists as well as Auto Quotes. It applies to all advertisements including without limitation: flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media, internet banner ads, broadcast e-mail and public signage. The MAP policy is not applicable to any in store advertizing that is not distributed to a consumer.
- The MAP applies only to advertized prices and does not apply to the price at which products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone. Actual selling prices can be set by the dealer or distributor at its sole discretion.



- From time to time Perlick may discontinue certain items or sell certain items at a greater than normal discount off of published list prices. In those specific cases, Perlick reserves the right to suspend the MAP policy at its sole discretion. Such changes shall apply equally to all Perlick dealers and distributors.
- Violations to the Perlick MAP policy will result in the suspension of any rebates that may be due to that dealer and could result in the ultimate suspension of that dealer's or distributor's right to purchase Perlick products on a direct basis.

The terms of this MAP policy are confidential and are not to be disclosed to other parties.

Perlick reserves the right at its sole discretion to change the policy and to interpret, enforce and rule on all questions and issues related to this policy.

Thank you for your support of The Perlick Corporation and our products.

Jim Koelbl

Vice President of Sales and Marketing





8300 West Good Hope Road
Milwaukee, Wisconsin 53223
800.558.5592 phone
414.353.7069 fax

PERLICK.COM



PERLICK.COM

