

Outlined below is the MAP Policy for Hobart, Traulsen, Vulcan and Berkel:

Effective March 1, 2008, ITW instituted a Pricing Policy for any authorized Dealer conducting sales transactions via internet commerce for Hobart, Traulsen and Vulcan/Wolf branded products. The goals of this policy are the following:

1. Protect the premium brand equity and competitiveness of Hobart, Traulsen, Vulcan/Wolf and Berkel branded product by limiting visible price discounting on the internet
2. Extend the ITW philosophy relative to current functional incentive programs (i.e. Specification, Stocking and Preferred DSR Compensation).

We want to assure that our Dealer network retains the ability to offer the additional services we believe are critical to the successful sale of Hobart, Traulsen and Vulcan/Wolf products both now and in the future.

Program Specifics:

This policy applies to all Hobart, Traulsen and Vulcan/Wolf products and extends a Minimum Advertised and Resale Price for internet transactions as follows:

Hobart: Current Dealer Net plus 10%

Traulsen: Current Dealer Net plus 10%. Dealers participating in the Traulsen stocking program at no less than current List less 50/10/20.

Vulcan/Wolf and Berkel: Price book items no less than current Dealer Net (List less 50/5). Platinum products at no less than Platinum cost plus 15%.

This Pricing Policy does not apply to non-internet sales (i.e. phone sales, negotiations in the field or at the Dealer's place of business) or printed catalogs, which under current policy may be sold by the Dealer at any price.

We review all internet pricing and commerce via an outside, third party monitoring service to assure consistent adherence to this policy. If and when a deviation of our Minimum Resale Price is noted, the Dealer is contacted by phone and in writing with a two day notice to make the necessary changes to be in compliance with this policy.

Dealers conducting internet commerce with specific National Accounts that have ITW authorized deviated pricing from standard Dealer Net may utilize that pricing on their site, however it must be restricted by password or private page accessible by that account only and not viewable by the general public.