

Unilateral Minimum Resale Price and Promotion Policy

Each retailer selling Leupold/Redfield products in the United States remains free to establish its own resale prices and promotions; however, Leupold & Stevens, Inc. may, without assuming any liability, refuse to sell, either directly or through distribution, to any retailer, following verification by Leupold & Stevens, Inc. that the retailer has advertised, promoted, offered or sold any Leupold/Redfield products below the price for such products that is listed on the Gold Ring Dealer Unilateral Pricing Policy Price List (the “UPP”) and/or utilized promotional items other than those identified on the Unilateral Promotional Items List. For purposes of clarity, applying storewide coupons, so-called “loyalty club” discounts, or any other promotional item not included in the Unilateral Promotional Items List to ultimate consumer checkout cost of any Leupold/Redfield product shall be deemed a violation of this Policy. This Policy applies to both online and in-store sales.

Notwithstanding the foregoing, it is not a violation of this Policy to engage in certain Authorized Promotions, as may be announced by Leupold & Stevens, Inc. from time to time.

This Policy is subject to change at any time by Leupold & Stevens, Inc. in its discretion. Leupold & Stevens, Inc. will notify its distributors and/or retailers by e-mail and/or mail at the current contact information on file with Leupold & Stevens, Inc.

Each retailer of Leupold/Redfield products is free to independently decide whether or not to follow this Policy. Leupold & Stevens, Inc. does not ask for, nor will it accept, any assurance of compliance or agreement from a retailer regarding this Policy nor will Leupold discuss any conditions of acceptance related to this Policy. Notwithstanding anything to the contrary which may be expressed or implied in or by one or more agreements between the retailer and Leupold & Stevens, Inc. (including without limitation any retailer agreement), nothing in those agreements shall constitute an agreement by the retailer to comply with this Policy.

The Policy may be delivered to retailers directly by Leupold/Redfield and its representatives or via Leupold/Redfield distributors. As this is a Policy between Leupold and the retailer, Leupold/Redfield representatives (other than those identified below) and distributors are not authorized to make any representations, give any explanations, or otherwise communicate with retailers about the Policy. The only Leupold & Stevens, Inc. representatives authorized to answer questions regarding this Policy, to comment on it, to make representations, give explanations and otherwise communicate with retailers about this Policy, and to whom questions regarding this Policy must be addressed, are:

Scott Cain, Vice President of Global Sales
vendorcompliance@leupold.com
Leupold & Stevens, Inc.
P.O. Box 688
Beaverton, OR 97075-0688

Other than the Leupold representatives identified above, no Leupold & Stevens, Inc. representative, employee or distributor has authority to modify or alter this Policy. Should a retailer learn of any purported modification or alteration of this Policy, or any attempt to do so, by any Leupold representative (other than the Leupold representatives identified above), employee or distributor, the retailer should immediately notify the authorized Leupold representative identified above.

Leupold & Stevens, Inc. does not request, and in fact discourages, any complaints by distributors, retailers or customers as to perceived violations of the Policy by other retailers or distributors.

This Policy shall be effective January 1, 2018, and supersedes and replaces all prior pricing policies applicable to Leupold/Redfield products. This Policy shall remain in effect until amended or withdrawn by Leupold & Stevens, Inc. in writing.

LEUPOLD+STEVENS
I N C O R P O R A T E D

Mailing Address: P.O. Box 688 Beaverton, OR 97075-0688 U.S.A.
Shipping Address: 14400 NW Greenbrier Parkway, Beaverton OR 97006-5790 U.S.A.
Tel: 503.646.9171 Fax: 503.526.1455 www.leupold.com