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### CampCo Advertising & Distribution Policy

CampCo understands customer loyalty develops best when retailers provide superior customer service and promote CampCo's superior product image. CampCo also understands that the sale of product at a discount erodes not only the quality retailer's effort, but also the CampCo brand image. Basically stated, discounts allow one retailer to "free ride" on the superior customer service level and investment of another retailer.

In order to protect the CampCo brand image and reputation for quality products, CampCo has adopted a **MINIMUM ADVERTISED PRICE POLICY** for specific products. Please see price list for related products. This policy only concerns **ADVERTISED** price and in no way restricts or relates to the actual sale of any item. This policy is applicable to all forms of advertising including catalogs, mailings, consumer shows, internet and any other electronic media. This policy relates equally to all CampCo dealers.

Retailers who advertise a related product for sale below the **MINIMUM ADVERTISED PRICE**, shall have all pending orders suspended without further notice. All decisions under this policy will be made and enforced by CampCo unilaterally. No warning or "second chances" will be permitted. CampCo sales representatives are under no circumstances permitted to discuss or influence pricing policies with retailers. Furthermore, CampCo sales representatives hold no authority to waive the application of this policy.

This policy applies to the following Smith & Wesson Tritium Watches and UZI Watches:

<u>Item No.</u>	<u>Description</u>	<u>Min. Advertised Price</u>
SWW-357-BSS	Tactical Watch Black Stainless Steel	\$247.50
SWW-357-GMSS	Tactical Watch Gun Metal Stainless Steel	\$247.50
SWW-357-N	Tactical Watch Black w/ Nylon Strap	\$170.00
SWW-357-R	Tactical Watch Black w/ Rubber Strap	\$170.00
SWW-357-SS	Tactical Watch Stainless Steel	\$197.00
SWW-357-T-BLK	Tactical Watch Titanium	\$319.00
SWW-357-T-BLU	Executive Watch Titanium 45mm Blue Dial	\$319.00
SWW-357-T-YLW	Executive Watch Titanium 45mm Yellow Dial	\$319.00
SWW-450-BLACK	Sport Watch Black Face w/ Nylon & Rubber	\$157.50
SWW-450-BLUE	Sport Watch Blue Face w/ Nylon & Rubber	\$157.50
SWW-450-RED	Sport Watch Red Face w Nylon & Rubber	\$157.50
SWW-450-YELLOW	Sport Watch Yellow Face w/ Nylon & Rubber	\$157.50
SWW-09T-TRITIUM	Titanium/Tritium Dress Watch	\$296.00
SWW-93-BLK	Diplomat Watch Titanium 37mm Chronograph Black Dial	\$339.00
SWW-93-BLU	Diplomat Watch Titanium 37mm Chronograph Blue Dial	\$339.00
SWW-93-YLW	Diplomat Watch Titanium 37mm Chronograph Yellow Dial	\$339.00
UZI-89-N	Guardian Watch - Digital, Nylon Strap	\$29.95
UZI-89-R	Guardian Watch - Digital, Rubber Strap	\$29.95
UZI-001-R	Protector Watch - Tritium, Black Face, Rubber Strap	\$69.95
UZI-001-R	Protector Watch - Tritium, Black Face, Rubber Strap	\$69.95

*Note: The Tritium H3, UZI and Smith & Wesson logos are registered trademarks. Only authorized dealers have permission to use the Tritium H3, UZI and Smith & Wesson logos. Purchasing the UZI Watches and Smith & Wesson Tritium watches through unauthorized dealers may void the warranty.*

I hereby agree to the terms and conditions listed above.

\_\_\_\_\_  
 Company Name

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Print Individual name

\_\_\_\_\_  
 Signature

*Effective May 29, 2008. This MAP policy supersedes and replaces any MAP policy signed before this date.*