

January 30, 2013



Minimum Advertised Price (**MAP**) Policy

In order to preserve its reputation for providing customers with high value products and strong after-sales support, and to further enhance the ViewZ brand image and its competitiveness in the marketplace, ViewZ is unilaterally instituting a policy of minimum advertised price standards for ViewZ products. This Minimum Advertised Pricing Policy ("MAP Policy") is effective as of January 30, 2013 and will apply to distributors and retailers, including catalogs and internet retailers (collectively, "Resellers"), who resell ViewZ products to end users (domestic and international)

ViewZ greatly values the efforts of all Resellers to distribute ViewZ products and support our customers. This MAP Policy is adopted for the benefit of all Resellers and will be uniformly enforced. ViewZ factory warranty will be void for Products purchased from non-authorized ViewZ Resellers or from Resellers violating ViewZ MAP policy.

This MAP Policy shall work under the following guidelines:

1. ViewZ will, from time to time, publish a Schedule of Manufacturer's Suggested Retail Prices ("MSRP Schedule"), which may be amended or adjusted by ViewZ at any time in its sole discretion. The MSRP Schedule will identify the effective date, the products and the manufacturer's suggested retail price ("MSRP") for those products. Each advertisement of a product identified in the MSRP Schedule for anything less than MSRP will be a violation of this MAP Policy. ViewZ products not specifically identified in the MSRP Schedule are not subject to this MAP Policy. The initial MSRP Schedule is enclosed.

2. This MAP Policy applies to all advertisements of ViewZ products listed on the MSRP Schedule in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, e-mail newsletters, e-mail solicitations, internet or similar electronic media, television, radio, and public signage. This MAP Policy is not applicable to any in-store advertising that is displayed only in the store and not

distributed to any customer(s).

3. The inclusion in advertising of free or discounted products (whether made by ViewZ or another manufacturer) with a product covered by this MAP Policy would be contrary to this MAP Policy if it has the effect of discounting the advertised price of the covered ViewZ product is anything less than MSRP.

4. If pricing is displayed, any strike-through or other alteration of the MSRP that is paired with a discount price less than MSRP is prohibited.

5. This MAP Policy applies only to advertised prices and does not apply to the price at which ViewZ products are actually sold or offered for sale to an individual consumer within Resellers' retail location or over the telephone. Resellers remain free to sell these products at any prices they choose under these circumstances.

6. This MAP Policy does not establish maximum advertised prices. All Resellers may offer ViewZ products at any price in excess of the MSRP.

7. Internet auctions may not display or have reserved bid or other acceptable prices less than MSRP.

8. Pricing listed on an internet site is considered an "advertised price" and must adhere to this MAP Policy. Once the pricing is associated with an intent to purchase (added to shopping cart or order), the price becomes the selling price and is not bound by this MAP Policy. Statements such as "add to basket to see price", "we will match any price", "call for price" or phrases of similar import are acceptable as long as the price advertised or listed for the products is not less than MSRP. In addition, discounts applied at checkout to the entire order based on a customer's purchasing history with the Reseller, such as discounts for "frequent shoppers", do not violate this MAP Policy.

9. This MAP Policy is solely within ViewZ discretion and authority acting through the duly authorized managers of ViewZ. No employee or sales representative of ViewZ has any authority to discuss, modify or grant exceptions to this MAP Policy. Any representation or action by any employee, sales representative or persons not specifically authorized to discuss,

modify or grant exceptions to this MAP Policy under this paragraph is unauthorized and invalid. All questions about this MAP Policy should be in writing and directed via U.S. Mail to MAP Policy Administrator, ViewZ, 177 W. Orangethorpe Ave., Placentia, CA 92870 or via e-mail to sales@viewzusa.com who will respond only in writing. No oral communications about this MAP Policy are authorized. The MAP Policy Administrator shall be solely responsible for determining whether a violation of the policy has occurred, communicating decisions to Resellers regarding the policy and receiving any communications regarding sanctions imposed under this MAP Policy. Any action taken by ViewZ under this MAP Policy shall be without liability to ViewZ.

10. From time to time, ViewZ may choose to offer special promotions on certain products. In such an event, we reserve the right to modify or suspend this MAP Policy in whole or in part by notifying all Resellers of the duration and nature of the change. ViewZ further reserves the right to adjust the MSRP with respect to all or certain products at its sole discretion. Such changes shall apply equally to all Resellers.

11. Intentional and/or repeated failure to abide by this MAP Policy will result in sanctions unilaterally imposed by ViewZ. The level of sanctions will be determined by ViewZ in its sole discretion and may include indefinite termination of dealership or distributorship. ViewZ does not intend to do business with Resellers who degrade the image of ViewZ and its products. ViewZ need not provide prior notice or issue warnings before taking any action under this MAP Policy.

12. Distributors of ViewZ will supply a copy of this MAP Policy to any new or existing Reseller for their records.

13. The terms of this MAP Policy are confidential and should not be disclosed to other parties. This MAP Policy has been established by ViewZ to help ensure the legacy of ViewZ as a top producer of high performance, high quality products and to protect the reputation of its name and products. This MAP Policy is also designed to avoid destructive intra-brand conflict and to ensure that dealers and distributors have the incentive to invest resources into services for ViewZ customers.

ViewZ thanks you for your cooperation