



Unilateral Price Policy

Effective Immediately

Magma Products, LLC, ("Magma"), recognizes that its high-quality resellers invest time and resources to deliver an extraordinary customer experience through knowledgeable staff and compelling vendor presentation. To support its resellers' efforts, Magma wishes to establish policies that allow resellers to earn the profits necessary to maintain the high level of customer excellence people have come to expect from Magma resellers.

In order to successfully compete in the marketplace and to ensure that Magma's high-quality products are adequately promoted and supported, Magma has announced this Unilateral Policy Price ("UPP"). Hereafter, all sales to End-Users of Products set forth in Magma's *Unilateral Price Grid* (attached) inside the United States shall be subject to this UPP.

The terms of the UPP are as follows:

1) Resellers shall not advertise Products at prices below the Unilateral Policy Price ("UPP") set forth by Magma, and as reflected in the applicable *Unilateral Price Grid*. Note: A price advertised even one cent below the MAP is considered non-acquiescence. Magma reserves the right from time to time to alter, modify, suspend, or cancel this UPP, the Products covered and/or the minimum advertised price, in its sole and absolute discretion at any time. Magma is the sole arbiter of such decisions and reserves the right to make any such decision unilaterally.

2) The UPP applies to all advertised prices for the Products. The UPP is not, and is not intended to be, an agreement or understanding of any kind, express or implied, regarding the price at which the Reseller may sell the Products (or any Magma products). A Reseller may sell the Products (and all Magma products) at any price it chooses. No officer, employee, representative or agent of Magma has authority to (i) enter into any agreement or understanding with respect to the price at which the Reseller sells the Products; or (ii) coerce or otherwise force the Reseller to price the Products at any level other than that unilaterally determined by the Reseller. The Reseller within its own discretion can choose to acquiesce or not acquiesce with this policy. Magma will not discuss conditions of acceptance related to this policy. This policy is non-negotiable and will not be altered, modified or amended for any Reseller. ***Please note that following the actions of another reseller is not an exception to this Unilateral Policy and will be considered non-acquiescence.***

3) The UPP applies to all advertisements and marketing of Products in any and all media, including and without limitation: newspapers, direct mail flyers or circulars, catalogs, television, radio, online/electronic media, and all other media. The UPP does not apply to in-store banners, displays, or price tags or other in-store advertising that is not distributed externally to End-Users. The UPP, however, prohibits the use of phrases or graphical representations that are intended to suggest, or that would allow an End-User to infer, that a lower price than the Minimum Advertised Price may apply.

The following are actions that constitute acquiescence with this UPP:

- a) Offering free shipping or financing on Product(s) shall constitute acquiescence with the UPP.
- b) Offering a gift card, redeemable for value on a future purchase, along with the purchase of Product(s) shall constitute acquiescence with the UPP.
- c) Magma, from time to time within its sole discretion may announce promotional prices of products listed in the *Unilateral Price Grid*.

The following are actions that DO NOT constitute acquiescence with this UPP:



a) Website features such as “click for price,” “see price in cart,” “add to cart for best price,” automated “bounce-back” pricing emails, pre-formatted email responses, forms, and automatic price display for any items prior to checkout, and other similar features are considered to be communications initiated by the dealer (rather than by the End-User), constitute advertisements and shall not constitute acquiescence with the UPP.

b) The issuance of non- Magma announced rebates (in any form, including coupon codes) on Product(s) listed in the *Unilateral Price Grid*.

c) Including free or otherwise discounted products (whether Magma products or another brand's products) along with the sale of Products shall not constitute acquiescence with this UPP if such inclusion has the effect of discounting the advertised price of the Product below the price on the *Unilateral Price Grid* for that Product.

4) If Magma determines that any Reseller has violated this UPP, then Magma may within its sole discretion and without assuming any liability, cancel pending orders and may indefinitely refuse to accept new orders for Products.

5) Magma may engage in monitoring of advertised prices for the Products sales in all channels, either directly or via the use of third parties. Third parties retained by Magma may engage in the monitoring of product sales.

Magma’s sales personnel have no authority to modify or grant exceptions to this Unilateral Policy. All questions regarding interpretation of this Unilateral Policy should be directed to brandprotection@magmaproducts.com.

UNILATERAL PRICE GRID



Part Number	Product Type	Full Description	UPC	Unilateral Price (UPP)
A10-205	Grill	Marine Kettle Gas Grill, Original Size	088379102013	\$ 229.99
A10-215	Grill	Marine Kettle Gas Grill, Party Size	088379101672	\$ 289.99
A10-207-3	Grill	Marine Kettle 3 Combination Stove & Gas Grill, Original Size	088379001507	\$ 299.99
A10-217-3	Grill	Marine Kettle 3 Combination Stove & Gas Grill, Party Size	088379001514	\$ 349.99
A10-703	Grill	Cabo, Gas Grill	088379107032	\$ 229.99
A10-801	Grill	TrailMate, Gas Grill	088379108015	\$ 279.99
A10-803	Grill	ChefsMate, Gas Grill	088379108039	\$ 299.99
A10-918-2	Grill	Newport 2 Classic, Gas Grill	088379000180	\$ 449.99
A10-1218-2	Grill	Catalina 2 Classic, Gas Grill	088379000685	\$ 549.99
A10-1225-2	Grill	Monterey 2 Classic, Gas Grill	088379000784	\$ 649.99
A10-918-2GS	Grill	Newport 2 Infra Red, Gas Grill	088379000630	\$ 499.99
A10-1218-2GS	Grill	Catalina 2 Infra Red, Gas Grill	088379000739	\$ 599.99
A10-1225-2GS	Grill	Monterey 2 Infra Red, Gas Grill	088379000838	\$ 699.99
C10-100	Grill	Beach Firecharcoal grill with tabletop stand	088379004720	\$ 119.99
C10-105	Grill	Beach Fire gas grill, with tabletop stand	088379004966	\$ 139.99
C10-601T	Grill	Mesquite, Gas Grill	088379001965	\$ 249.99
C10-603T	Grill	Baja, Gas Grill	088379001972	\$ 279.99
DM10-016LP	Grill	Del Mar LPG Gas Grill	088379100163	\$ 749.99
DM10-016NG	Grill	Del Mar CNG Gas Grill	088379101160	\$ 749.99
A10-080	Mount	Mount, Round Rail, 7/8" or 1", Kettle Grill's	088379100804	\$ 79.99
A10-085	Mount	Mount, Round Rail, 1 1/8" or 1 1/4", Kettle Grill's	088379100859	\$ 79.99
A10-090	Mount	Mount, Round Rail, 1 1/2", Kettle Grill's	088379100903	\$ 79.99
A10-175	Mount	Mount, "Pow'r Grip" Rod Holder, Kettle Grill's	088379101757	\$ 94.99
A10-184	Mount	Mount, Pedestal, Kettle Grill's	088379100514	\$ 139.99
T10-185	Mount	Mount, Pedestal, (SD) Grill / (SM) Table	088379101856	\$ 149.99
T10-343	Mount	Mount, 2" Trailer hitch slide, complete assembly	088379003709	\$ 149.99
T10-345	Mount	Mount, Slide, complete assembly	088379002160	\$ 149.99
T10-348	Mount	Mount, Quad Pod Stand complete assembly	088379003693	\$ 149.99
T10-355	Mount	Mount, Levelock Adjustable Rod Holder	088379103553	\$ 99.99
T10-375	Mount	Mount, Pow'r Grip / Levelock Adjustable Rod Holder	088379103751	\$ 109.99
T10-380	Mount	Mount, Horizontal Round Rail, 7/8" or 1"	088379103805	\$ 64.99
T10-385	Mount	Mount, Horizontal Round Rail, 1 1/8" or 1 1/4"	088379103850	\$ 64.99
T10-390	Mount	Mount, Horizontal Round Rail, 1 1/2"	088379103904	\$ 64.99
T10-580	Mount	Mount, Dual Horizontal Round Rail, 7/8" or 1"	088379105809	\$ 104.99



T10-585	Mount	Mount, Dual Horizontal Round Rail, 1 1/8" or 1 1/4"	088379105854	\$ 104.99
T10-590	Mount	Mount, Dual Horizontal Round Rail, 1 1/2"	088379105908	\$ 104.99
A10-191CN	Cover	Cover, Captain's Navy, Kettle Grill, Original Size	088379000036	\$ 69.99
A10-191FG	Cover	Cover, Forest Green, Kettle Grill, Original Size	088379106158	\$ 69.99
A10-191JB	Cover	Cover, Jet Black, Kettle Grill, Original Size	088379000043	\$ 69.99
A10-191PB	Cover	Cover, Pacific Blue, Kettle Grill, Original Size	088379000012	\$ 69.99
A10-990CN	Cover	Cover, Captain's Navy, 9"X18" Rectangular Grill's	088379200047	\$ 79.99
A10-990FG	Cover	Cover, Forest Green, 9"X18" Rectangular Grill's	088379106059	\$ 79.99
A10-990JB	Cover	Cover, Jet Black, 9"X18" Rectangular Grill's	088379200023	\$ 79.99
A10-990PB	Cover	Cover, Pacific Blue, 9"X18" Rectangular Grill's	088379200016	\$ 79.99
A10-991	Accessory	Case, Storage/Carry, Fits: All Marine Kettle Grills	088379109913	\$ 89.99
A10-992	Accessory	Case, Storage/Carry, Fits: 9"X18" Rectangular Grills	088379107186	\$ 99.99
A10-1292	Accessory	Case, Storage/Carry, Fits: 12"X18" Rectangular Grills	088379107193	\$ 109.99
A10-1293	Accessory	Case, Storage/Carry, Fits: 12"X24" Rectangular Grills	088379107209	\$ 119.99
C10-988A	Accessory	Case, Storage/Carry, Fits 9"X12" Rectangular Grills	088379001903	\$ 54.99
C10-988B	Accessory	Case, Storage/Carry, Fits 9"X18" Rectangular Grills	088379001910	\$ 59.99
A10-360L-IND	Cookware	Cookware, 10 Piece Set, Stainless Steel	088379108763	\$ 259.99
A10-362-IND	Cookware	Cookware, 7 Piece Starter Set, Stainless Steel	088379108770	\$ 189.99
A10-363-2-IND	Cookware	Cookware, 7 Piece Set, Stainless Steel w/Non-Stick	088379001545	\$ 229.99
A10-366-2-IND	Cookware	Cookware, 10 Piece Set, Stainless Steel w/Non-Stick	088379001583	\$ 329.99
A10-366-CB-2-IND	Cookware	Cookware, 10 Piece Set, Cobalt Blue Stainless Steel w/Non-Stick	088379001705	\$ 369.99
A10-366-JB-2-IND	Cookware	Cookware, 10 Piece Set, Jet Black Stainless Steel w/Non-Stick	088379001590	\$ 369.99
A10-366-MR-2-IND	Cookware	Cookware, 10 Piece Set, Magma Red Stainless Steel w/Non-Stick	088379001606	\$ 369.99
A10-367	Cookware	Colander / Steamer / Cooker, Stainless Steel, 5qt Stock Pot Insert	088379108817	\$ 49.99
A10-369-2-IND	Cookware	Sauté / Omelette Pan Stainless Steel w/ Non-Stick	088379001620	\$ 69.99
R10-625	Rack	Storage Rack, Kayak/SUP, Rod Holder Mounted	088379002269	\$ 349.99
R10-626	Rack	Storage Rack, Kayak / SUP, Rail Mounted	088379103522	\$ 279.99
R10-626-20	Rack	Storage Rack, Kayak / SUP, Rail Mounted, 20"	088379001637	\$ 299.99
T10-302B	Table	Bait / Filet Mate Table, White/Black/White, 20"	088379109807	\$ 89.99
T10-303B	Table	Bait / Filet Mate Table, White/Black/White, 31"	088379109715	\$ 129.99
T10-312B	Table	Bait / Filet Mate & Levelock Mount Combination, 20"	088379109746	\$ 149.99
T10-313B	Table	Bait / Filet Mate & Levelock Mount Combination, 31"	088379109753	\$ 199.99
T10-424	Table	All White Fillet Table, 20"x 16" w/ T10-355 Levelock Mount	088379 005161	\$ 179.99
T10-449B-HDP	Table	Dock Cleaning Station, 48" w/ Dock Mount	088379000906	\$ 449.99
T10-530	Party Table	Rectangle Party Table	088379003808	\$ 159.99
T10-531	Party Table	Rectangle Party Table with Levelock Mount	088379003815	\$ 259.99
T10-532	Party Table	Rectangle Party Table with T10-312B Fillet Table and Levelock Mount	088379003822	\$ 359.99
T10-533	Party Table	Elliptical Party Table (28" x 14.75") with Levelock Mount	088379003846	\$ 299.99



T10-535	Party Table	Square Double Stack Side Caddy Party Table	088379004065	\$ 159.99
T10-536	Party Table	Cutting Board insert for T10-312B Fillet Table	088379004072	\$ 54.99
T10-537	Party Table	Rectangle Table with 580 Dual Rail Mount	088379004232	\$ 259.99
T10-539	Party Table	Elliptical Table with 580 Dual rail mount	088379004256	\$ 269.99