



Alliance Outdoor Lighting, Inc.
27461-B Diaz Road, Temecula, CA 92590
Phone/FAX (800) 930-6225 | www.allianceoutdoorlighting.com
Effective January 1, 2025

SELLING POLICY

- I. All terms, specifications, discounts, and prices are subject to change without prior notice.
- II. Alliance Outdoor Lighting, Inc. (Alliance) sells through wholesale distribution. Our regular sales channels are to those qualified selling outlets that **distribute and service** our product in accordance with our policies as determined by us.
- III. Alliance does not sell products through its website. The website is available to provide information about Alliance products and to educate consumers on landscape lighting.
- IV. Alliance Outdoor Lighting, Inc. has established a Minimum Advertised and/or Promoted Price (MAPP) for all products. MAPP for all local advertising, promotion or sales of Alliance products shall not be below List Price in effect at the time of sale.
All MAPP pricing must be adjusted within 60 days of the effective date of price changes instituted by Alliance Outdoor Lighting.
- V. "Bundling" of products or services, or other considerations given in lieu of price, (including, but not limited to, rebates, free or discounted accessories, no-charge-product, or any other manufacturer tied-in to the sale of an Alliance product or any other manipulation which clearly circumvents Alliance's MINIMUM ADVERTISING AND/OR PROMOTED PRICE [MAPP] policy), is not allowed.
- VI. If a distributor violates Alliance's Selling Policy the distributor may become ineligible for special programs, including early buy programs, rebate, co-op.
- VII. Dealers who continue actions in violation of Selling Policies will be notified by Alliance directly. Upon notification, the distributor must remedy the situation. If the distributor does not remedy the situation in a reasonable time period, Alliance will take all necessary actions to stop violations of our policy. Termination of sales of Alliance products may occur if a distributor consistently violates our policies.
- VIII. Distributors may sell to internet dealers, provided that the internet dealer abides by Alliance policies, including but not limited to Selling Policy (including MAPP).
- IX. Distributors are prohibited from selling, or otherwise transferring Alliance products to other distributors without express written authorization from Alliance Outdoor Lighting.

Signature:

Print Name & Title:

Company:

Date:

Signature:

Print Name & Title:

Company:

Alliance Outdoor Lighting, Inc.

Date:
