



## Minimum Advertised Price Policy

### AML Minimum Advertised Pricing Policy

Effective July 1st, 2009, AML has established the acceptable practices for resellers advertising the AML product line. This policy applies to all AML resellers, regardless of point-of-purchase, and to all forms of advertising, including, but not limited to; Internet websites, (including both the reseller's website and third party websites like eBay and Amazon), mass mail advertisements, catalogs, fliers, mailers, newspapers, magazines, radio, and television ads.

#### Prices may be advertised as follows:

Hardware (including accessories)	Maximum 15% discount from LIST price.
Extended Warranties and Maintenance Agreements	LIST Price, no discount.
Software	LIST Price, no discount.

Resellers may request a current price guide by contacting AML at 1-800-648-4452, or email at [sales@amltd.com](mailto:sales@amltd.com). The price guides are also available on the AML Partner website at: <https://www.amltd.com>

Resellers may not misrepresent AML prices or descriptions in such a way that may constitute a deceptive business practice.

#### Exceptions to this policy:

- ◆ Prices listed on Authorized Distributor portals that reflect reseller cost and that are NOT accessible by the general buying public.
- ◆ Promotions or discounts that may be, from time to time, offered by AML. These prices, or offers, may only be published for the duration of time set forth by AML in its announcement of the promotion.

#### Non-Compliance:

This policy is effective July 1st, 2009. Whenever an instance of non-compliance is identified, the reseller will immediately be notified and will have 48 hours to take corrective action. If the problem is not corrected within 48 hours, the reseller will be placed on a "Do Not Sell" list, and will not be allowed to purchase AML products until the problem is resolved.

Multiple infractions will result in a permanent loss of the reseller's ability to purchase AML products.

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