



Analox Sensor Technology Ltd

5981 Engineer Drive, Huntington Beach, California 92649, USA
T: +1 (714) 891 4478 F: +1 (714) 891 4478 W: www.analox.net E: USsales@analox.net

Amoxtec, Inc., dba Analox Sensor Technology, (“Analox Sensor Technology”) has determined that its interests are best served through the adoption of a minimum advertised price (“MAP”) policy. This MAP policy is designed to (1) protect reseller margins so that desirable pre-sales and post-sales services and infrastructure can be provided by our channel partners (2) support the Analox Sensor Technology brand as a premium offering; and (3) avoid destructive intra-brand channel conflict.

This policy has been unilaterally adopted by Analox Sensor Technology and will be uniformly enforced.

Policy Coverage

This MAP policy covers all Analox Sensor Technology. Stockist resellers located in the United States, Canada, Mexico and the Caribbean. Although resellers remain free to establish their own resale prices, Analox Sensor Technology will, without assuming any liability, unilaterally impose sanctions as described in this policy against resellers who advertise applicable Analox Sensor Technology products at prices below those specified herein. Analox Sensor Technology will not discuss any conditions of acceptance related to this MAP policy, as it is non-negotiable, and will not be altered for any reseller. Analox Sensor Technology neither solicits, nor will it accept, any assurance of compliance with this MAP policy. Nothing in this MAP policy or in any other contract or agreement with Analox Sensor Technology shall constitute an agreement between Analox Sensor Technology and reseller that the reseller will comply with this MAP policy.

MAP applies only to minimum advertised prices and does not apply to the price at which the products are actually sold, or to advertised prices higher than the unilateral minimum resale prices established by Analox Sensor Technology from time to time.

Minimum Advertised Price

The current list of products and applicable MAP prices are detailed below:

Minimum Advertised Price

O2EII \$259.00

O2 Portable \$ 395.00

ATA \$799.00



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The products and MAP may be changed from time to time at Analox Sensor Technology's sole discretion. Analox Sensor Technology resellers are responsible for remaining current with MAP policy, products and pricing.

Analox Sensor Technology products not specifically identified in this policy are not subject to the MAP policy. Each advertisement below the MAP will be a violation of the policy.

The MAP policy applies to all advertisements of specific Analox Sensor Technology products in and all media including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogues, mail order catalogues, Internet or similar electronic media, television, radio and public signage.

Policy Violations

In the event a reseller chooses not to follow the Analox Sensor Technology MAP policy, sanctions will be unilaterally imposed by Analox Sensor Technology. The level of sanctions imposed will increase with each violation of the policy. On the third violation of the policy, the reseller will no longer be eligible for participation in the Stockist Program. The duration of ineligibility is indefinite.

Violations of MAP policy shall be determined by Analox Sensor Technology in its sole discretion. Analox Sensor Technology will not accept any communication from a reseller who has violated this MAP policy regarding the violation or the willingness of the reseller to bring its prices into compliance with the MAP policy.

In addition to the above, failure to adhere to the MAP policy will be a factor taken into consideration in the determination of the acceptance of reseller's annual application for participation in the Analox Sensor Technology Stockist program.

Policy Modifications

Analox Sensor Technology reserves the right at any time to modify, suspend, or discontinue the MAP policy in whole or in part or designate promotional periods during which the terms of the policy change or designate periods of time during which the policy is not applicable. Policy modifications shall be made available on the Analox Sensor Technology website at <http://www.analox.net>



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Unilateral Action

Analox Sensor Technology is not seeking agreement from any reseller to adhere to this MAP policy. It is entirely within the discretion of the reseller whether to comply or not comply.

Contact Information

ANALOX SENSOR TECHNOLOGY SALES PERSONNEL HAVE NO AUTHORITY TO MODIFY OR GRANT EXCEPTIONS TO THIS POLICY OR HAVE ANY COMMUNICATIONS WITH ANY RESELLER REGARDING VIOLATIONS OF THIS MAP POLICY. All questions or comments regarding this MAP policy are to be directed to the policy administrator at ussales@analox.net. The 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 communication regarding sanctions imposed under this policy



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