



PROFILE OF INNOVATION

Amended and Restated (August 2011)
Minimum Advertised Price Policy:

To successfully market Schluter®-Systems requires an understanding of how to specify and construct lasting tile assemblies by choosing the right systems for a particular application. This understanding is acquired through the various programs that we offer, which include CTEF workshops, in-house seminars, printed educational material, and our website. Schluter®-Systems believes that our resellers must engage in similar activities—particularly contractor seminars and educational programs for sales staff—and display or make available educational and technical literature and samples.

To ensure profit margins for our resellers that are commensurate with our resellers' investment in such training and educational activities, to protect the value of Schluter®-Systems' brand, trademark, and trade name, and to maintain integrity and brand equity by emphasizing the value and quality of these products through advertising and marketing, Schluter®-Systems has established a Minimum Advertised Price (MAP) policy for all resellers advertising and marketing of Schluter®-Systems' products.

In establishing our MAP policy for use in advertising Schluter® products, Schluter® seeks to maintain appropriate perceived value of our products' trade name and trademark within our industry and in the minds of our customers. ***This policy applies to all sales and advertisements with in the United States and its territories.***

- All Schluter®-Systems products have a published SUGGESTED RETAIL price that is outlined in the Schluter®-Systems Illustrated Price List. Any advertised price more than 10% below the suggested retail price for such product as listed in the then current Schluter®-Systems Illustrated Price List would be inconsistent with Schluter®-Systems' MAP policy.
- The advertising of free goods, bundles or volume discounts where the implicit price of any Schluter®-Systems product is more than 10% below the listed price in the Schluter®-Systems Illustrated Price List also would be inconsistent with Schluter®-Systems' MAP policy. Advertising availability of volume discount without stating or including an advertised price is not inconsistent this policy.

This policy only pertains to advertising of Schluter®-Systems products. In no way does the MAP policy restrict the actual sales price of the item.

While resellers, are free to sell at whatever price they wish, the use of any of Schluter®-Systems' trademarks or trade names or Schluter®-Systems' created or owned images in any advertisement that promotes Schluter®-Systems products at a price more than 10% below the listed price as outlined in the Schluter®-Systems Illustrated Price List is prohibited. The use of Schluter®-Systems' trademark or trade name in advertising is limited to authorized resellers in good standing with Schluter®-Systems' MAP policy. Resellers acting inconsistently with the MAP policy will no longer be in good standing, and any authorization to use, reprint, or reissue our trade name or trademark in any advertisement is automatically revoked.

- Except as otherwise expressly provided herein, this MAP policy is applicable to all

forms of advertising Schluter®-Systems Products in any and all media, including, without limitation to flyers, newspapers, catalogs, mailings, displays, e-mails, faxes, the Internet, electronic media, and Internet banner ads (on one's own website or third party website). This policy is not applicable to in store displays, point-of-sales signs, hangtags, bar codes or similar marks on products or product packaging that merely state the sales price.

- This policy does not in any way limit the ability of any distributor to advertise that "it has the lowest prices," "it will meet or beat any competitors price," "one should call for a price," or phrases of similar import as long as the price advertised for the products is not less than the MAP. However, if pricing is displayed, then any strike-through or other alteration of the price that might suggest the price is below the Minimum Advertised Price would be inconsistent with Schluter®-Systems' MAP policy.

Internet Sales and Advertising Policy

Schluter®-Systems also recognizes the growing importance of the Internet as an effective medium to promote and sell its products. We would like to ensure that on-line representation of the company and products protects our customers, provides quality service, conforms to existing law, and protects our reputation as a provider of innovative quality products. To ensure that Schluter®-Systems products are PROPERLY represented so as to maintain its positive image and trade value, we have formulated the following INTERNET SALES AND ADVERTISING POLICY:

- 1- Images used to promote and sell Schluter®-Systems products must be approved by Schluter®-Systems.
- 2- All fonts, logos, and trade names must conform to Schluter®-Systems' company guidelines.
- 3- All price displays must conform to the Schluter®-Systems MAP policy.

- The trademarks, trade names, trade dress, and products on Schluter.com are protected in the United States and elsewhere. No use of any of these may be made without the prior, written authorization of Schluter®-Systems, except to identify the products or services of the company that are available for purchase.

- All content of the Schluter.com site is owned or controlled by Schluter®-Systems and is protected. Resellers in good standing may download or copy content for their personal use or for commercial purposes, but no modification of the content is permitted including changes, deletions of any copyright, trademark (including corporate logo), or other proprietary notices.

- The Schluter®-Systems MAP policy shall apply to any prices posted for commercial purposes.

- This policy only concerns advertised prices, and does not relate to actual sales prices of any item.

- Any organization or individual wishing to incorporate Schluter®-Systems products on their website must display a highly visible web link to the Schluter.com website either before, immediately following, or within the Schluter content. Additionally, the top of each web page where Schluter®-Systems products are displayed must include the following notice: "The trademark of Schluter®-Systems is the exclusive property right of Schluter Systems L.P. and any commercial use is restricted except as permitted by law."

--**Internet Sales:** Prices listed on an Internet website are considered advertised prices that are covered by the Schluter®-Systems MAP policy until the product is placed in the "virtual shopping cart." Once the product enters the shopping cart, it is considered part of the check

out procedure, the price is deemed no longer to be an advertised price, and would not constitute advertising as set out in Schluter®-Systems MAP policy. Referring to or suggesting "hidden prices" by employing or advertising "hidden" price such as "click for price", "too low to show" or similar phrases would be inconsistent with Schluter®-Systems' MAP policy. But indicating that the product must be placed in the virtual shopping cart to see the price would be consistent with Schluter®-Systems' MAP policy. Resellers are solely responsible for establishing check out procedures to comply with this policy.

To conform to the Schluter®-Systems MAP policy, sales via the Internet of any Schluter®-Systems products that are repackaged, divided or otherwise redistributed must be advertised only at a price that is in proportion to being not more than 10% below the latest Schluter®-Systems Illustrated Price List for such product. Further, the reseller shall be solely responsible for ensuring that all instructions are properly repackaged.

Non-compliance with Policy

Schluter will monitor compliance with this MAP policy and any conduct inconsistent with the MAP policy will result in action as set forth in Schluter®-Systems' Unilateral Distribution Policy, which is attached.

It is each reseller's sole responsibility to reference the most current available price list to determine MAP prices. The current price list is available at any time by written request and can also be found on our website, schluter.com.

This policy supersedes all prior versions as of August 31, 2011.