

Introduction

jWIN Electronics Corporation d/b/a iLuv Creative Technology (“**iLuv**”) hereby implements this Minimum Advertised Price Policy (“**MAP Policy**”) with the purpose of preserving and developing iLuv’s image, quality, brand, integrity, and reputation. Products that are covered by this MAP Policy (“**MAP Products**”) shall appear in the below list (“**MAP List**”) which may be altered from time to time by iLuv at its sole discretion. iLuv intends to only sell the MAP Products to distributors or resellers that do not advertise any MAP Product below the corresponding minimum advertised price (“**MAP**”) set forth herein.

The guidelines as related to the MAP Policy are as follows:

1. The MAP Policy is unilaterally implemented and will be enforced by iLuv at its sole discretion. As such, distributors and resellers do not need to sign the MAP Policy or indicate their agreement with it in any way.
2. iLuv reserves the right to take action with respect to any distributor or reseller that violates this MAP Policy up to and including termination of distributor or reseller accounts and the forced return of iLuv products.
3. iLuv shall maintain the MAP List at this website and keep it updated. iLuv reserves the right to update or change the MAP Policy or the MAP List at any time. All changes shall take effect immediately upon posting and it is the responsibility of all distributors and resellers of MAP Products to monitor this website for updates.
4. All products that appear in the MAP List are MAP Products and any iLuv products which do not appear in the MAP List are not MAP Products and are not subject to this MAP Policy.
5. Advertising a price lower than the corresponding MAP in the MAP List for any MAP Product will be viewed as a violation of this MAP Policy. This MAP Policy applies to all advertisements in any and all forms of media, including, without limitation, flyers, posters, billboards, coupons, coupon codes, promos, promo codes, mailers, inserts, newsletters, newspapers, catalogues, magazines, postcards, websites, web pages, web advertising, forums, electronic media, internet, email, newsgroups, television, radio, and physical signs. The use of website features such as “click for price” features, automated “bounce-back” pricing emails, pre-formatted email responses, forms, automatic price display for any items prior to being placed in a customer’s shopping cart, and other similar features are considered to be in violation of this MAP Policy. iLuv, in its sole and unilateral discretion, may also deem any activity in violation of this MAP Policy which it believes is designed or intended to circumvent the intent of this MAP Policy.
6. The MAP Policy does not apply to reseller’s actual selling prices. Reseller’s retail sales prices for any and all products remain wholly within their discretion.
7. iLuv may, from time to time, modify or suspend the MAP Policy with respect to certain affected MAP Products for a specified period of time by providing notice to all resellers of such change. Such notice will be provided here on this website.
8. It shall not be considered a violation of this MAP Policy for a reseller to advertise in general that it has the lowest price(s) or that it will match its competitors’ price(s), or to use similar phrasing,

so long as the reseller does not include any advertised price below the MAP and otherwise complies with this MAP Policy.

9. It shall be considered a violation of this MAP Policy to include in any advertising for a MAP Product an additional discount, coupon, gift, incentive, or the like, that translates into an immediate price reduction, whereby the cumulative effect would be to reduce the advertised price of a MAP Product below its corresponding MAP.
10. It shall not be a violation of this MAP Policy to advertise that a customer may “call for price”, or to use similar language, specifically with respect to a MAP Product, as long as no price is listed.
11. If a reseller with multiple store locations violates this MAP Policy at any particular store location, then iLuv will consider this to be a violation by all of the reseller’s locations.
12. The MAP Policy is unilaterally implemented by iLuv and therefore not subject to negotiation. iLuv’s sales representatives are NOT permitted to discuss this MAP Policy or make any agreements or assurances with respect to iLuv’s MAP Policy regarding reseller advertising or pricing.

SKU	Item	Minimum Advertised Price
mySightUL	mySight WiFi IP Camera	\$149.99
Audminis6 – All colors	Aud Mini Smart 6 Bluetooth Speaker	\$29.99
Am6party – All colors	Aud Mini 6 Party Bluetooth Speaker	\$39.99
Smshaker – All colors	SmartShaker Vibrating Alarm	\$19.99
Rainbow7UL	Rainbow 7 LED Light Bulb	\$39.99
Mobirock – All colors	MobiRock Speaker	\$99.99
Syrenpro – All colors	SyrenPro Bluetooth Speaker	\$99.99