



JONES BIKES MINIMUM ADVERTISED PRICING POLICY

This document is a supplement to the Jones Dealership Agreement.

Introduction

For many years Jones Bikes has been dealing directly with customers to deliver a high level of support and consistent service. Consistent advertised pricing between dealers of Jones products is one of the ways that Jones strives to maintain its good reputation, protect the competitiveness of prices on Jones products, and protect our dealer's margins, thereby helping them maintain the level of support for which Jones Bikes is known. For these reasons, Jones Bikes has a Minimum Advertised Price ("MAP") policy.

For purposes of the MAP Policy "advertising" means any advertising through authorized media. Authorized media includes but is not limited to billboards, newspapers, magazines, catalogs, brochures, direct mail, retail flyers, television, radio, e-commerce, forums and dealer internet sites or any other method which uses the hypertext transfer protocol ("http") any internal link to a web based shopping cart is considered advertising for the purposes of this policy, and or any other method that Jones considers traditional. Advertising at prices below MAP violates the MAP Policy.

Termination of dealership

Dealers are in no way obligated to adhere to the suggested price and are free to charge whatever resale price they believe appropriate. However, Jones Bikes has the legal right to refuse to sell to dealers who are found to be in violation of this MAP policy. Suggested prices, established by Jones Bikes, are published online in our online store, which can be found at <http://www.jonesbikes.com/store/>.

Use of Jones trademarks and logos

Any retailer who complies with these policies may use our trademarks, trade names, and logos in print advertising or on the Internet to advertise Jones Bikes products that are available for sale or delivery at the retailer's physical retail location. Unauthorized or inappropriate use of our logos, trademarks, trade names or other intellectual property may result in restriction of your ability to purchase Jones Bikes products, or closure of your Jones or Jones distributor account. Establishing a social media account or website under a name that includes Jones Bikes and a place name would be an example of inappropriate use of Jones Bikes logos and trademarks. All trademarks, trade names, logos and other intellectual property remain the exclusive property of Jones Bikes.

Prohibited Sales Strategies

Jones Bikes products must be sold in store only. Any form of mail order sales—whether through a website or over the phone—will result in a cancellation of dealership. This includes sites such as Amazon, eBay, and any other similar site as well as the dealer's website.

Jones Bikes products may not be sold online through your shop website without **written** permission. It is permissible to advertise Jones products in your online store if they cannot be purchased there.

Jones Bikes products may not be advertised on, or sold through an "auction" style site, or through a site that uses a "make an offer" style of pricing.

No Jones products may not be included in any coupon, "package", or similar sales strategy that lowers the price of the Jones Products below the MAP price. Free installation or similar strategies are allowed.