

ClearOne Minimum Advertised Price (MAP) Policy

In order to encourage all of its distributors and resellers to promote and invest in the marketing and sales of the ClearOne Telephony products, and to promote the quality and value of such products, ClearOne is implementing this Minimum Advertised Price (MAP) policy effective October 1, 2009. This policy applies only to distributors and resellers in the US, Puerto Rico and Canada.

Minimum Advertised Price

Product shall not be advertised for less than the following prices:

Part No.	Products - Personal Conferencing	List Price	MAP Price
910-159-001	CHAT 50 USB	\$149.99	\$142.49
910-159-002	CHAT 50 USB Plus	\$179.99	\$170.99
910-159-002-01	CHAT 50 USB Plus International	\$189.99	\$180.49
910-159-003	CHAT 50 Global Traveler	\$209.99	\$199.49
910-159-250	CHAT 70	\$159.99	\$151.99
910-156-200	CHAT 150 USB	\$399.99	\$379.99
910-156-220	CHAT 150 Cisco	\$449.99	\$427.49
910-156-222	CHAT 150 Avaya	\$449.99	\$427.49
910-156-230	CHAT 150 VC	\$449.99	\$427.49
910-156-250	CHAT 170	\$429.99	\$408.49
Part No.	Products - Tabletop Conferencing	List Price	MAP Price
910-158-500	MAX EX	\$499.00	\$399.20
910-158-555	MAX EX Expansion Kit	\$399.00	\$319.20
910-158-500-00	MAXAttach	\$799.00	\$639.20
910-158-500-01	MAXAttach plus one	\$1,158.00	\$926.40
910-158-500-02	MAXAttach plus two	\$1,477.00	\$1,181.60
910-158-400	MAX Wireless	\$599.00	\$479.20
910-158-400-00	MAXAttach Wireless	\$999.00	\$799.20
910-158-301	MAX IP	\$749.00	\$599.20
910-158-350	MAX IP Expansion Kit	\$459.00	\$367.20
910-158-355	MAXAttach IP	\$1,199.00	\$959.20
910-158-355-01	MAXAttach IP plus one	\$1,599.00	\$1,279.20
910-158-355-02	MAXAttach IP plus two	\$2,099.00	\$1,679.20
910-158-380	MAX IP Response Point	\$699.00	\$559.20
910-158-391	MAX IP Response Point Expansion kit	\$429.00	\$343.20

Resellers must be certified by ClearOne to be allowed to sell and advertise our Professional product category. ClearOne Professional products include all models of XAP, Converge and Converge PRO.

Terms and conditions

1. Distributors and resellers shall not advertise the above ClearOne products at a price that is less than the established MAP price.
2. Distributors and resellers shall not show the above ClearOne products at a “cart”, “basket”, or “buy now” price that is less than the established MAP price.
3. MAP pricing is established by ClearOne and may be adjusted at ClearOne’s sole discretion.

4. The MAP policy applies to all advertisements of ClearOne product in any and all media including, without limitation, flyers, mailers, inserts, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio and public signage.
5. MAP only applies to advertised prices and does not apply to the price at which the products are actually sold or offered for sale. ClearOne distributors and resellers remain free to sell these products at the price they elect. However, ClearOne retains the right to refuse to sell to a distributor or reseller if the pricing practice is found to be disruptive to the channel.
6. From time to time ClearOne may discontinue models or engage in promotions with respect to certain products. In such events, ClearOne reserves the right to modify or suspend the MAP with respect to the affected product by notifying its' distributors and resellers of such change. ClearOne further reserves the right to adjust the MAP with respect to all or certain products at its sole discretion upon 7 days advance written notice to distributors and resellers, provided that such changes shall apply equally to all ClearOne distributors and resellers.
7. Intentional and/or repeated failure to abide by this policy by distributors or resellers will result in one of the following:
 - a. The forfeiture of Volume Incentive Rebates
 - b. The forfeiture of Co-op or Market Development Funds
 - c. Termination of distributor or reseller authorization and access to product

Any questions or comments should be directed to the ClearOne Communications Marketing Department at 800-945-7730. Please complete, print, sign and fax to your distributor by October 1, 2009.

Company:
Address:
City, State, Zip:

By: _____
(Authorized Signature)

Print
Name: _____

Title: _____

Date of Acceptance: _____

Phone Number: _____

Email Address: _____