



## INTERNET BRAND INTEGRITY POLICY

Version 1.0 effective March 1, 2020

Broan-NuTone LLC (representing the Broan, NuTone, Best and Venmar brands) has unilaterally adopted this Internet Brand Integrity Policy, which is applicable to all Authorized Resellers. An “Authorized Reseller” is a customer with a Broan-NuTone customer number who can purchase from Broan-NuTone products for resale. Broan-NuTone products hold a premium position in the marketplace; in recognition of this and the worldwide reach of Internet advertising, Broan-NuTone has adopted this policy in order to promote the quality of Broan-NuTone branded product, preserve individual pricing decisions and maintain a fair business environment for all Authorized Resellers.

All Authorized Resellers advertising Broan-NuTone branded products on the internet are subject to this policy. The web address used for advertising Broan-NuTone products must be registered with Broan-NuTone’s MAP Administrator (MAPAdministrator@broan.com) and approved in writing to be an authorized website. This includes any address for an Authorized Reseller that conducts e-commerce through authorized third-party sites. Authorized Resellers may not advertise or sell Broan-NuTone products through unauthorized websites. Authorized Resellers will be held responsible for selling Broan-NuTone product to unauthorized resellers who violate this or any unilateral policy adopted by Broan-NuTone and will be subject to all penalties for violating such policy. In the event that the Authorized Reseller fails to abide by this policy, Broan-NuTone reserves the right to cancel Authorized Reseller status.

Each Authorized Reseller remains free to establish its own resale prices and sell Broan-NuTone product at any price it chooses. However, in order to remain eligible to sell Broan-NuTone product, Authorized Resellers may not advertise or otherwise promote Broan-NuTone branded products sold on the Internet at a net price that is below the published minimum advertised price (“MAP”), consistent with Broan’s MAP Policy. The MAP policy may be access via the following sites:

US:

[www.broan-nutone.com/MAP](http://www.broan-nutone.com/MAP)  
[www.bestrangehoods.com/MAP](http://www.bestrangehoods.com/MAP)

Canada:

<https://www.venmar.ca/map>  
<https://www.venmar.ca/fr-map>  
[www.broan-Nutone.com/ca-MAP](http://www.broan-Nutone.com/ca-MAP)  
[www.bestrangehoods.ca/MAP](http://www.bestrangehoods.ca/MAP)  
[fr.bestrangehoods.ca/MAP](http://fr.bestrangehoods.ca/MAP)

Broan-NuTone is the owner of the Broan-NuTone trademark and other trademarks used on and in connection with its products and the sale and distribution of those products, and as such Broan-NuTone at all times, retains the exclusive right to control the use of those trademarks. Broan-NuTone allows Authorized Resellers to resell only finished goods in their original packaging, which includes original UPC codes, warranty statements, and other user manuals, when applicable. Dismantling or breaking up

product kits including the sale of individual components of a product kit is not allowed and is a violation of Broan-NuTone sales terms.

Advertising compliance is required for marketplace consistency to end users. Product identification must contain proper description, model number and MAP if the Authorized Reseller wishes to include a price term in its Internet advertising. Authorized Resellers "own" part numbers are acceptable if they are consistent with the Broan-NuTone product specifications and MAP. Authorized Resellers cannot circumvent this policy by implementing their own part numbers or part numbering schemes.

By implementing this policy, Broan-NuTone will act unilaterally at all times and will not solicit nor agree to recommendation, request or demand of any other person. All matters of interpretation and application of the terms of this policy shall remain within the sole authority of Broan-NuTone. Broan-NuTone reserves the right at any time to modify the terms and conditions of this policy and/or eliminate the Internet Brand integrity Policy. Authorized Resellers will be given 10 days' notice of any changes in or termination of this policy.