



## IMAP Policy (Internet Minimum Acceptable Pricing) DCWF Grill

This outlines GMG's policy with respect to online sales of the DCWF pellet grill. It addresses only the DCWF grill, because it can ship via UPS or Fedex.

***Please note:*** We do encourage Internet advertising of the Daniel Boone and Jim Bowie series grills at MSRP. We do not allow Internet shipments of those two products outside your PMA (Primary Marketing Area).

This attempts to level the playing field for retailers who invest time and money to display this product in a showroom and then risk losing the sale to an online discounted price. GMG remains steadfastly committed to its dealer network. We understand and appreciate the value you add to our products, and we want you to make a fair return from that investment.

### IMAP Criteria

- Do not advertise a price less than the Distributor's suggested retail.
- Do not sell through online sites such as eBay, Kijiji and Craigslist, etc.
- Do not advertise "no sales tax."
- Do not imply that larger discounts are available via telephone.
- Do not offer coupons which reduce the Internet price below IMAP.
- Must only be sold on dealers company website

This policy is in effect until December 2022