

RAYMARINE M.A.P PROGRAM

Raymarine is a global leader in the recreational marine industry, offering quality and innovative products. We support promotion and advertising by our dealers which focuses on the features and value of our products, our technology, and our reputation in the marketplace. We do not support promotion or advertising material, through co-operative advertising or otherwise, that may have the effect of reducing or detracting from the perceived value of new Raymarine products. For these reasons, Raymarine unilaterally adopted a minimum advertised price (“MAP”) policy for certain Raymarine products. Raymarine’s MAP Policy came into effect as of January 1, 2004. It was modified effective January 1, 2006 and further modified effective May 5, 2008, and further modified effective May 4, 2009.

The following is Raymarine’s amended and restated MAP policy (this “Policy”) which shall be effective as of February 21, 2011 (the “Effective Date”) and shall supersede all prior versions of Raymarine’s MAP Policy.

1. Certain Raymarine products are and will be identified on Raymarine’s price list as products for which a Minimum Advertised Price is specified (each a “MAP Product”).
2. It is Raymarine’s unilateral policy to only sell Raymarine products to those of its dealers (hereinafter a “Dealer”) which advertise a MAP Product in the United States of America at a price which is at or above the MAP for that product.
3. In the case of print advertising (including electronic and on-line advertising), such MAP must be displayed without any form of obliteration or strike-through. No discounts, refunds, coupons or rebates may be advertised in connection with any MAP Product, unless Raymarine is the sponsor of the discount, refund, coupon or rebate program. However, the phrase “Please call for our pricing” (or equivalent wording) or icons or banners inviting the consumer to make a phone call for alternate pricing are permitted to be used so long as the MAP for such product is shown prominently in the advertisement.

4. (a) The provisions of paragraph 3 of this MAP Policy apply in the same manner to the advertising of MAP Products on Internet sites or other electronic sales platforms, with the exception that a price lower than the MAP for a MAP Product may be displayed in the actual "shopping cart" of a web site, so long as such MAP Product was placed there by the consumer using a "click through" button or similar option, and the shopping cart is not displayed on the product presentation screen or page.

(b) Language such as "click here for your price", "click for lower price", "price too low to print", "click for our price", "click for special pricing" or other language or symbols that would indicate, display or imply that a price lower than MAP is available or that would imply that clicking would display a price lower than MAP may not be used. Only the phrases "Click here to Order", "Add to Cart" or "Click to Buy" may be used. If an Internet site defines minimum advertised price (including by link or pop-up), it must use the following definition: a manufacturer's unilateral policy requiring that any advertising of its products will be done at or above a stated minimum advertised price. The provisions set forth in this paragraph 4(b) shall be effective as of February 21, 2011.

5. The following provisions of this Policy apply to the advertising of packages or bundles that contain MAP Products:

(a) Subject only to the exceptions set forth in this paragraph, in any advertisement for a product package or bundle that contains a MAP Product or MAP Products, the MAP for each of the MAP Products included in the package or bundle must be individually and prominently identified (and in any form of print advertising displayed) in addition to the advertised price of the package or bundle (such package or bundle price hereinafter being referred to as the "Advertised Package Price").

(b) Notwithstanding paragraph 5(a), in the case of catalogues, flyers and other print advertising, it is not required that the MAP for an individual MAP Product contained in the package or bundle be listed in addition to the Advertised Package Price, if such MAP Product (and its MAP) is properly displayed on the same page as, or on a facing page to, the advertisement for such package or bundle (NOTE: This exception DOES NOT apply to on-line advertisements or other forms of non-print advertising).

(c) Except as set forth in paragraph 5(d) below, the Advertised Package Price for any package or bundle that contains one or more MAP Products must be at least the aggregate of the MAPs of all the MAP Products contained in such package or bundle.

(d) Notwithstanding paragraph 5(c) above, where a package or bundle has been

prepackaged by Raymarine with a specific Raymarine part number and MAP, such package or bundle must be advertised at a price at or above such MAP in a manner consistent with paragraphs 2, 3 and 4 (as applicable) of this Policy

6. MAP Products may be advertised on on-line auction sites, provided that they are only advertised in the manner permitted by paragraphs 3 and 4 (as applicable) of this Policy. In addition, when advertising MAP products on on-line auction sites that permit the seller to establish and advertise a “Starting Bid”, “Buy It Now” price, or other form of visible bid or purchase price, such price must be at or above the MAP for that MAP Product being sold or auctioned or, in the case of packages or bundles containing MAP Products, at a price that is at least the aggregate of the MAPs of all the MAP Products contained in such package or bundle.

7. (a) Raymarine will monitor compliance with this MAP Policy.

(b) In the event that Raymarine verifies to its satisfaction that a Dealer has violated this Policy by advertising a MAP Product or MAP Products in a manner that violates this Policy, it is Raymarine’s unilateral and uniform policy to immediately cease selling the MAP Product(s) in question to that Dealer for the periods set forth in Sections 7(c)(i) and 7(c)(ii). In addition, such Dealer will not be eligible for reimbursement under Raymarine’s cooperative advertising program with respect to any advertisements that are not in compliance with this Policy.