

January 31, 2019

MINIMUM ADVERTISED PRICE POLICY

To: Dwyer Customers

Attention: Purchasing Dept.

We greatly value our partnership and would like to thank you for your continued business. In our constant effort to improve as a world-class supplier, Dwyer Instruments, Inc. is pleased to announce that we will be implementing a Minimum Advertised Price (MAP) Policy.

The MAP Policy will govern advertised pricing for our test equipment portfolio of products and will impact those distributors selling said products. The intent of implementing this policy is to ensure our distributors are on a level playing field and that margins on our test equipment products remain consistent. Enclosed, you will find the attached policy containing all the details and requirements.

We will begin monitoring and enforcing this policy starting April 1, 2019. Cindy Gibbs, the MAP Policy enforcer, can be reached at 219-879-8868 x6313 or map@dwyermail.com. Any questions or violations which you would like to address may be directed to Cindy.

Sincerely,



Dwyer Instruments, Inc.



Dwyer Instrument, Inc. Minimum Advertised Pricing “MAP” Policy

Since 1931, Dwyer Instruments, Inc. (“Dwyer”) has been known for providing high-quality and reliable controls, sensors, and instrumentation solutions. To preserve its reputation and to enhance its brand competitiveness in the industry, Dwyer is unilaterally enacting this Minimum Advertising Pricing (“MAP”) Policy for the products listed in Table 1 (“Products”). Dwyer is enacting this MAP Policy to promote the quality, features, and value of the Products. The Company seeks to encourage Sellers of the Products to support, advise, and provide knowledge to our end-use customers.

The MAP Policy is effective April 1, 2019. Full compliance is expected by this date, and shall apply to all distributors and retailers, including catalog and internet retailers (“Sellers”) that resell the Products to customers in the United States.

1. It is the policy of Dwyer that its Products are advertised at the manufacturer suggested retail prices (“MSRP”). The MSRP is the list price for the product as listed on the Dwyer website dwyer-inst.com excluding any discount or promotion of Dwyer.
2. “Advertise” or “Advertising” includes advertising and marketing through any and all mediums, including without limitations, print, e-commerce, and digital use through the internet. It also includes listings through third parties such as Amazon or similar entities.
3. Advertising in any form of media of the price of the Products below the MSRP shall be a violation of this MAP Policy. In connection with Advertising content, any strike-through, alteration or modification of the MSRP in any manner, such as coupons, rebates, or discounts resulting in an effective advertised price below the MSRP, also violate this MAP Policy.

4. The Seller will be notified, of any Dwyer promotion setting a lower MSRP for the Products, via direct notification or through website notifications. Direct promotions, initiated by Dwyer and given to Dwyer customers are not included as notification of a lower MSRP.
5. Nothing in this MAP Policy is intended to be, or shall be construed as, an agreement as to final prices at which the Products are sold. Sellers are free to sell at whatever price they choose.
6. This MAP Policy does not establish maximum advertised prices. Seller may advertise Products at prices in excess of the MSRP.
7. The MSRP for the Products is established by Dwyer at its sole discretion. Dwyer may also alter, amend, or suspend this MAP Policy at its discretion. This discretion includes the right to offer special price promotions on certain Products.
8. No employee or representative of Dwyer may grant an exception to or modify this MAP Policy unless the exception or modification is provided to the Seller in writing by an authorized representative of Dwyer.
9. Dwyer does not require Sellers to agree to its MAP Policy or abide by its terms. However, Dwyer will monitor the advertising of its Products by Sellers and may, in its sole discretion, discontinue any discounts or stop supplying Products to any Sellers found to be in violation of this MAP Policy.

Mark Fisher, President



Dwyer Instruments, Inc.
102 Indiana Highway 212
Michigan City, IN 46360, U.S.A.

File Name: "Dwyer Policy MAP 2019-02-18"

Table 1 - Dwyer products Covered by Dwyer's MAP Policy

Series	Product Description	Series	Product Description
1207A	Handheld Flue Gas Combustion Analyzer	GDL	Graphical Display Data Logger
1211	Slack Tube® Manometers	HCHP	Hydraulic Calibration Hand Pump
1212	Slack Tube® Manometers	HM28	Handheld Digital Manometer
1213	Gas Pressure Manometer	HM35	Precision Digital Pressure Manometer
160	Stainless Steel Pitot Tubes	HP	Hand Pump
160E	Ellipsoidal Tip Pitot Tube	HTDL	High Temperature Data Logger
160F	Straight Stainless Steel Pitot Tubes	ILA	In-Line IR Sensor
160FW	Wireless Straight Pitot Tubes	IR2	Infrared Non-Contact Thermometer
160S	"S" Type Stainless Steel Pitot Tube	IR4	Infrared Temperature Thermometers
166T	Telescoping Stainless Steel Pitot Tube	KS	Irreversible Temperature Label
450A-1	Digital Pocket Size Carbon Monoxide Meter	LCR's	Pen Circular Chart Recorders
471B	Thermo-Anemometer Test Instrument	LDFM	Digital Differential Pressure Manometer
472A-1	Dual Input Thermocouple Thermometer	LPCP	Low Pressure Calibration Pump
473B	100 mm Vane Thermo-Anemometer	LPTK	Gas Pressure Test Kit
475	Intrinsically Safe Handheld Digital Manometer	MC	Multi-Cal Pressure Calibrator
476A	Single Pressure Digital Manometer	MC6	Multi-Cal Benchtop Calibrator
477	Air Velocity Kits	MM-1	Digital Auto-Range Multimeter
477AV	Handheld Digital Manometer	MM-2	Digital Multimeter with True RMS
477B	Handheld Digital Manometer	MST's	Digital Moisture Meters
478A	Handheld Digital Manometer	MVA	Mini-Vane Thermo-Anemometer
490A	Hydronic Differential Pressure Manometer	MW	Pocket Wind Meter
490W	Hydronic Differential Pressure Manometer	PCHP	Pneumatic Calibration Hand Pump
8901	Vane Thermo-Anemometer	PIT	Pocket Size Infrared Thermometer
8904	Integral Vane Thermo-Anemometer	PM	Digital Pen Meter
89088	Pocket Wind Meter	RLD's	Refrigerant Leak Detector
8912	Vane Thermo-Anemometer	SAH	SMART Air Hood® Balancing Instrument
920	Smoke Gage Kit	SAH ACC	SAH Accessories
9671	Multifunction Vane Thermo-Anemometer	SM-100	Digital Sound Meter
ACCESSORY	Test Equipment Accessories	SMC-1	Sound Calibrator
ACC-SAH	SAH Accessories	TAC3	Pocket Tachometer
ANE-1	Differential Pressure Anemometer	TAC-L	Portable Digital Tachometer
AQH	Handheld Indoor Air Quality Meter	TDL	Portable Temperature Data Logger
AQTIAP	Air Quality Test Instruments Kits	TDS	Waterproof Conductivity/TDS Testing Pen
ASG	Analog Signal Generator	TH's	Thermohygrometer Pen's
BCHP	Low Pressure Calibration Pump	THI2-10	Digital Thermo-Hygrometer
BDL	Button Data Logger	TP2	Thermocouple Thermometer
BTK2	Backflow Prevention Test Kit	UHH PROBE	Wireless Probes
CHP	Pneumatic Hand Pump	UHH2	Universal Handheld Test Instrument
CLD20	Combustible Leak Detector	UHH-BTG	Wireless Mobile Gateway
CM	Digital Clamp Meter	UHH PROBE	Wireless Probes
CSG	Current/Voltage Signal Generator	VT-200	Vane Thermo-Anemometer
DDM-01	Laser Distance Meter	VT-300	Miniature Vane Thermo-Anemometer
DKT-1	Pocket-Size Thermocouple Thermometer	WDPM	Wireless Differential Pressure Modules
DL8	Process Data Logger	WT-10	Wireless Differential Pressure Modules
DPG's	Digital Pressure Gage	WT2-10	Retractable Needle Thermometer
DW-WIFI	Wireless Wi-Fi Data Logger	WTDL	Wireless Temperature/Humidity Data Logger
EMMA	Digital Multifunction Environmental Meter		