



Minimum Advertised Price (MAP) Policy

Effective March 22nd 2022

In an effort to protect the long-term interest of not only Finish Line, but also all of our dealers, distributors, and customers, we have unilaterally adopted a **Minimum Retail Price (MAP) Policy** for Finish Line products. This MAP Policy has been designed to ensure the preservation of Finish Line's strong brand presence and value within the market place.

What is a MAP Policy? A MAP policy is an established minimum advertised price threshold which resellers agree to without restricting the product's actual sales price.

Finish Line's MAP Policy shall work under the following guidelines:

1. The MAP Policy does not allow advertised pricing to be below Minimum Advertised Price ("MAP").
2. The official MAP price list (attached) will detail the products that are subject to MAP. This list will also include UPCs, and item numbers. Finish Line may modify this information at its sole discretion.
3. The MAP policy applies to all advertisements of selected Finish Line products in any and all media, including but not limited to internet or similar electronic media including websites, email, newsletters, email solicitations, newspapers, magazines, catalogs, mail order catalogs, television, radio, and public signage flyers, posters, coupons, mailers and inserts.
4. The MAP Policy applies only to advertised prices. Resellers remain free to sell Finish Line products at the price of their choosing.
5. The MAP Policy does not establish maximum advertised prices. Resellers may offer Finish Line products at any price in excess of the MAP established for such products.



6. Internet auctions may not display or have an opening bid at a price below MAP.
7. The MAP Policy does not in any way limit the ability of any dealer to advertise that “they have the lowest prices” as long as the price advertised for the products are not less than MAP Policy.
8. From time to time, Finish Line may initiate or approve time restricted promotions for products covered by the MAP Policy.
9. Enforcement of Finish Line’s MAP Policy will take effect October 1st, 2016 and will be actively enforced with monitoring and investigation. The following enforcement procedures will be in effect:
 - If an Initial MAP Policy Violation occurs, the Reseller shall receive notification of the violation and shall be given 5 business days to remedy the violation.
 - If at the end of 5 business days, the Reseller has not rectified the violation, the Reseller shall receive an immediate purchasing suspension, which will be in effect for not less than 30 days from the time the violation is corrected.
 - If an additional MAP Policy Violation occurs, the Reseller shall receive an immediate purchasing suspension, which will be in effect for not less than 60 days from the time the violation is corrected.
 - Any Additional MAP Policy Violations will result in an immediate purchasing suspension, which will be in effect for not less than 6 months from the time the violation is corrected.
10. The foregoing MAP Policy and any MAP Product Listing can be modified or discontinued by Finish Line, at its sole and absolute discretion, at any time.

Any questions about this policy should be in writing and directed to **Map Enforcement**, at map@finishlineusa.com.

Finish Line Technologies, Inc.

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Minimum Advertised Price List

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Item No.	Item Name	UPC	MAP
M00170101	1-Step Cleaner & Lubricant, 17oz Aerosol	0-36121-71030-6	\$15.99
M00040101	1-Step Cleaner & Lubricant, 4oz Sqz Btl	0-36121-00503-7	\$9.99
M00080101	1-Step Cleaner & Lubricant, 8oz Aerosol	0-36121-71029-0	\$10.99
A36600101	Absorb-It Mats, Large (36" x 60")	0-36121-71048-1	\$29.99
A18360101	Absorb-It Mats, Small (18" x 48")	0-36121-71047-4	\$13.99
BC0120101	Bicycle Disc Brake Cleaner - 10 fl oz - Aerosol	0-36121-71129-7	\$9.99
CG0020101	Ceramic Grease, 2oz Tube	0-36121-60007-2	\$9.99
CW0020101	Ceramic Wax Lube, 2oz Sqz Btl	0-36121-00602-7	\$6.99
CW0040101	Ceramic Wax Lube, 4oz Sqz Btl	0-36121-00605-8	\$11.99
CWE020101	Ceramic Wet Lube, 2oz Sqz Btl	0-36121-00604-1	\$6.99
CWE040101	Ceramic Wet Lube, 4oz Sqz Btl	0-36121-00603-4	\$11.99
CD0120101	Citrus Degreaser, 12oz Aerosol	0-36121-71039-9	\$11.99
C10200101	Citrus Degreaser, 20oz Pour	0-36121-71039-9	\$14.99
D00170101	DRY Lube 17oz Aerosol	0-36121-71031-3	\$14.99
T00020101	DRY Lube 2oz Sqz Btl	0-36121-10100-5	\$5.99
T00040101	DRY Lube 4oz Sqz Btl	0-36121-10200-2	\$9.99
D00080101	DRY Lube 8oz Aerosol	0-36121-71040-5	\$10.99
DL0080101	DRY Lube 8oz Sqz Btl	0-36121-71049-8	\$14.99
811-000-001	Easy-Pro Brush Set, 5pc Set	0-36121-31110-7	\$19.99
EL0040101	e-Bike Chain Lube - 4oz - Drip Bottle	0-36121-71059-7	\$11.99
EC0140101	e-Bike Cleaner - 14oz - Aerosol	0-36121-71061-0	\$8.99
ED0120101	EcoTech Degreaser, 12oz Aerosol	0-36121-71036-8	\$11.99
ED0200101	EcoTech Degreaser, 20oz Pour	0-36121-71037-5	\$14.99
ES0060101	E-Shift Groupset Cleaner, 9oz Aerosol	0-36121-71015-3	\$9.99
FL2100101	FiberLink Tubeless Tire Sealant - 1 Gallon - Jug	0-36121-96008-4	\$139.99
FL2320101	FiberLink Tubeless Tire Sealant - 32oz - Bottle	0-36121-96007-7	\$39.99
FL2080101	FiberLink Tubeless Tire Sealant - 8oz - Drip Bottle	0-36121-96006-0	\$14.99
GF0200101	Gear Floss Micro Fiber Rope	0-36121-95004-7	\$6.99
G00350101	Grease, Premium Synthetic, 3.5oz Tube	0-36121-60000-3	\$8.99
G50000101	Grunge Brush	0-36121-68090-6	\$11.99
SK0090101	Max Suspension Spray - 9oz - Aerosol	0-36121-71093-1	\$8.99
SK0120101	Max Suspension Spray, 12oz Aerosol	0-36121-71010-8	\$9.99
PCL050101	Pedal & Cleat	0-36121-71028-3	\$8.99
C22000101	Pro Chain Cleaner - Solo	0-36121-15109-3	\$19.99
C29000101	Pro Chain Cleaner Kit	0-36121-15100-0	\$29.99
S00120101	Showroom Polish & Protectant, 12oz Aerosol	0-36121-71044-3	\$9.99
S00320101	Showroom Polish & Protectant, 32oz Trigger Spray	0-36121-71035-1	\$24.99
S00180101	Speed Clean Degreaser, 18oz Aerosol	0-36121-71034-4	\$13.99
G70000101	Starter Kit 1-2-3	0-36121-68120-0	\$19.99
SC0160101	Super Bike Wash Concentrate 16oz	0-36121-71004-7	\$14.99
B00320101	Super Bike Wash, 1 Liter Btl with Sprayer	0-36121-62000-1	\$12.99
KL0080101	WAX Lube, 8oz Sqz Btl	0-36121-71051-1	\$14.99
K00020101	Wax Lube, 2oz Sqz Btl	0-36121-08003-4	\$5.99
K00040101	Wax Lube, 4oz. Sqz Btl	0-36121-08002-7	\$9.99
WL0080101	Wet Lube, 8oz Sqz Btl	0-36121-71050-4	\$14.99
C00020101	Wet Lube, 2oz Sqz Btl	0-36121-16300-3	\$5.99
C00040101	Wet Lube, 4oz Sqz Btl	0-36121-16000-2	\$9.99
W00080101	Wet Lube, 8oz Aerosol Can	0-36121-71038-2	\$10.99

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