



CONSUMER ELECTRONICS DEALER ONLINE SALES POLICY

1.0 PURPOSE

The purpose of this policy is to outline the permissible limits of website sales for the Consumer Electronics Division and all Consumer Electronics dealers.

2.0 POLICY SCOPE

This policy applies to the Consumer Electronics division of the DAS Companies, Inc.

3.0 POLICY PRINCIPLES

3.1 No DAS branded products may be sold by any Consumer Electronics dealer on or through Amazon. The DAS Brands are as follows:

- RoadPro
- RoadKing
- MobileSpec
- PowerDrive
- Astatic
- BlackCanyon Outfitters
- Helpmate
- Diesel Electronics
- Solarcon
- Wilson
- K40 Antennas
- Francis
- LumaGear
- Ninja Odor Fighters
- Truck Spec
- WeatherAce

3.2 Consumer Electronics dealers may sell DAS branded products through the dealer owned website or may sell online at other online sellers (e.g. EBay) but may never sell DAS branded products through on or through Amazon.

3.3 Amazon accounts are reserved for DAS use only, should DAS choose to sell its branded products on or through Amazon.

3.4 Consumer Electronics dealers may sell other non-DAS brands on or through Amazon, through the dealer website or on other online websites; **provided, however,** that all Consumer Electronics dealers must follow the brand owner's/manufacturer's MAP or online sales policies and approval processes. If those policies prohibit online sales, no online sales may occur.

4.0 RESPONSIBILITIES

4.1 All DAS employees will enforce this Online Sales Policy.

4.2 All Consumer Electronics dealers will comply with this Online Sales Policy. DAS may, in its sole discretion, apply penalties to any Consumer Electronics dealer who violates this policy, which may include financial penalties, withdrawing DAS products from dealer sales authority, or termination of the dealer relationship. Whether, when and the type of penalty is entirely within the discretion of DAS Companies, Inc.

4.3 No DAS sales associate or account manager has the authority to waive the terms of this Policy or to determine the penalty for a dealer failure to comply with the policy and any determination as to waiver, enforcement or penalty must be referred to the applicable manager.

5.0 POLICY EFFECTIVE DATE

This policy is effective as of January 1, 2016.