

October 1st, 2016

RE: 2016 UNILATERAL MINIMUM ADVERTISED PRICE POLICY

Dear Mr. Steam Customer:

Effective October 1st, 2016 a MAP (Minimum Advertised Price) Policy has been adopted by Mr. Steam and will take effect and will replace and supersede all prior IMAP and MAP Policies ever issued by Mr. Steam. This new policy applies to all Mr. Steam customers, dealers, and resellers and is being implemented in order to avoid any further distribution channel conflicts and to better serve our customers. Further, the policy outlined below is being adopted and unilaterally implemented by Mr. Steam as part of its efforts to preserve the premium branding and pricing associated with the company's products.

Policy

The Minimum Advertised Price (MAP) for the following shall be:

<u>MR. STEAM PRODUCTS AND ACCESSORIES</u>	<u>MAP</u>
MR. STEAM RESIDENTIAL STEAM BATHS and STEAM@HOME UNITS	30 % off Mr. Steam Current Published List Price rounded down to the nearest whole dollar.
MR. STEAM COMMERCIAL STEAMBATHS AND DAY SPA UNITS	20 % off Mr. Steam Current Published List Price rounded down to the nearest whole dollar.
MR. STEAM TOWEL WARMERS	30 % off Mr. Steam Current Published List Price rounded down to the nearest whole dollar.
MR. STEAM TALA BATH & BODY	30 % off Mr. Steam Current Published List Price rounded down to the nearest whole dollar.
MR. STEAM PARTS	No Discount Allowed

This policy is unilateral, non-negotiable and will not be altered for any customer. Each customer is free to determine for itself whether or not to follow this policy and how it will sell the products covered by this policy to a consumer or other purchaser, including the prices at which it will sell the products to the purchaser. Any method of granting a discount from Mr. Steam's current suggested list price for a unit of the applicable product is intended to be covered by these policies. Thus, for purposes of determining whether or not a particular price is in violation of these policies, any discounts, coupons, allowances, gifts or other free goods or services offered with Mr. Steam products will be considered in calculating the price being advertised or offered by a customer. Please understand however, that Mr. Steam is not asking for, and will not accept, any agreement or other assurance of compliance from a customer regarding the policy. Similarly, Mr. Steam will not discuss any conditions or acceptance related to the policy, even if initiated by a customer.

Furthermore, any Mr. Steam customer selling Mr. Steam products to other persons or businesses which advertise or otherwise promote Mr. Steam products by prices that are in violation of this policy is also in violation of this policy and are not authorized to do so by Mr. Steam.

Mr. Steam Reserves, in its sole and absolute discretion, the right to change the policy outlined in this Notice and to interpret, enforce and otherwise handle all questions and issues relating to this policy. No sales representative or agent of Mr. Steam has any authority to change or enforce this policy, or to take any actions against or for any customers.

Any questions or comments should be directed to **Mr. Steam, 43-20 34th Street, Long Island City, NY 11101** or at hello@mrsteam.com . While you may report any potential infractions of this policy to Mr. Steam at the above referenced address or email address, all decisions made by Mr. Steam about violations are final and confidential.

We thank you for being a loyal Mr. Steam Customer and we value your business.

Regards,

Martha Orellana
Vice President