



PRODUCT INFORMATION BULLETIN

Date: April 3, 2017
Number: 11403
Division: Genie®
Product Family: All Residential and Commercial Product
Product Series: All Residential and Commercial Product
To: All Genie Customers (All Business Channels)
Re: IMAP UPDATE: New Items Added to Internet Minimum Advertised Price Policy

In September of 2016, The Genie Company established an Internet Minimum Advertised Price (IMAP) policy (PIB 10702), to support the Genie brand as a high value premium brand and also to support Genie product Resellers by encouraging them to make the investments necessary to provide appropriate levels of product availability and service to consumers of Genie products.

Please see the following pages to review the full policy document. The most current established set of items and IMAP values can always be found in Attachment A inside the policy document. As noted in the original IMAP announcement, additional items are planned to be added over time.

Below is the current IMAP listing which includes changes and additions as of April 3, 2017:

No.	Item Number	Description	IMAP Value
1)	39438R	Garage Door Opener LED Light Bulb, LEDB1-R	\$ 9.95
2)	39437R	Garage Door Opener LED Light Bulb, LEDB1-R	\$ 9.95
3)	37218R	3-Button Dual Frequency Remote, G3T	\$ 29.99
4)	37330R	3-Button Dual Frequency Remote, G3T	\$ 29.99
5)	37344R	3-Button Dual Frequency 9/12 Master Remote, GM3T	\$ 29.99
6)	37335R	3-Button Dual Frequency 9/12 Master Remote, GM3T	\$ 29.99
7)	38501R	1-Button Dual Frequency Remote, G1T	\$ 25.99
8)	37332R	Wireless Keyless Entry Pad, GK	\$ 36.99
9)	37224R	Wireless Keyless Entry Pad, GK	\$ 36.99
10)	39142R	Aladdin Connect™ w/Door Position Sensor, ALKT1	\$ 119.00
11)	39279R	Door Position Sensor for Aladdin Connect™, ALDPS	\$ 36.99
12)	37220R	Safe-T-Beam® System, GSTB	\$ 37.97
13)	37334R	Safe-T-Beam® System, GSTB	\$ 37.97
14)	36359R	Intellicode® Universal Receiver w/Remote, GIRUD	\$ 65.00
15)	39165R	Wall Console Series II, GBWCSL2	\$ 25.00

The Genie Company
Internet Minimum Advertised Price Policy
Effective October 3, 2016

The Genie Company (“Genie”) has established this Internet Minimum Advertised Price Policy (this “Policy”) to support the Genie brand as a high value premium brand and also to support Genie product resellers (“Resellers”) by encouraging them to make the investments necessary to provide appropriate levels of product availability and service to consumers of Genie products in order to compete effectively with Genie’s competitors.

1. Unilateral Establishment. This Policy has been established unilaterally by Genie and it is not subject to negotiation with, or acceptance by, any Reseller. This Policy does not constitute an agreement between Genie and any Reseller which chooses to comply with this Policy.
2. Internet Minimum Advertised Price Policy. It is Genie’s policy that all Genie products included in this Policy be advertised on the internet by Genie’s Resellers only at prices which are at or above the listed minimum advertised price for each such product. Internet advertised prices will be considered to take into account any offered discounts, coupons, rebates, giveaways and bundled products that are offered at a lower price if purchased with the relevant Genie product.
3. Covered Advertising. This Policy applies to all advertising by Resellers in all electronic media including, but not limited to, internet websites, internet auction sites and unsolicited e-mails.
4. Non-Covered Communications. Resellers may communicate the actual price of the Genie products to any consumer who has already indicated a desire to purchase them, for example an internet customer who has put the item into an internet “shopping cart”. Similarly, a Reseller may respond to an individual customer price inquiry in person, on the telephone or via e-mail. This Policy will also not be deemed to restrict general price statements such as “lowest prices”, “we will meet or beat any competitor’s price” or “call for pricing”.
5. Covered Products and Internet Minimum Advertised Pricing. The Genie products which are included in this Policy and the internet minimum advertised price for each such product are listed in Attachment A. Genie may amend Attachment A from time to time including adding additional Genie products to it upon notice to its Resellers.
6. Covered Resellers. This Policy applies to all Resellers of the Genie products which are included in this Policy. Additionally, if any Reseller provides Genie products to any related or unrelated third party seller and has reason to know that third party seller is

advertising such products in violation of this Policy, then Genie may, at its option, attribute the violation to the Reseller which provided the products to such third party seller.

7. No Restriction on Resale Pricing. This Policy is concerned only with the internet advertisement of prices. It is not concerned with the actual resale price of any Genie products set by any Reseller. EACH RESELLER IS FREE TO SET ITS OWN RESALE PRICES OF ALL GENIE PRODUCTS UNILATERALLY BASED ON ITS OWN INDEPENDENT DECISIONS. Genie will not consult with, or agree with, any Reseller concerning the Reseller's pricing of Genie products.
8. Consequences of Noncompliance. If Genie determines that any Reseller is not in compliance with this Policy, then Genie may, at its discretion, with or without prior notice, take any enforcement action against that Reseller up to and including the termination of the business relationship between Genie and the Reseller.
9. Policy Enforcement and Administration. The administration and enforcement of this Policy will be done solely and unilaterally by Genie. Genie does not request, and it will not consider, any information from any party concerning the compliance or noncompliance with this Policy by any other party. All matters involving the interpretation, application and enforcement of this Policy will be done by Genie in its sole discretion.
10. Policy Modification or Termination. Genie reserves the right to modify or terminate this Policy at any time upon notice to its Resellers. This Policy will remain in effect until it is either modified or terminated by Genie.

ATTACHMENT A
Last Revised April 3, 2017

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