

## **CASÉTA™ WIRELESS LIGHT CONTROLS MINIMUM ADVERTISED PRICE POLICY**

**Purpose:** Lutron is committed to serving our customers by providing products of the highest quality, performance, and value. In order to successfully achieve this goal, we rely on our distributors, dealers and other resellers (“Resellers”) to add value to our products before they reach their final users. For Caséta Wireless light controls, this value takes the form of place utility, product stocking, consultative selling, system design, and customer support. It is the purpose of this policy to promote our resellers’ ability to effectively provide these services. In doing so, we seek to preserve the value of our products and the reputation of the Lutron brand and associated trademarks and trade names belonging to Lutron. In order to accomplish this, Resellers of Caséta Wireless light controls are expected to adhere to this policy, and to ensure that secondary resellers to whom they sell are aware of, and adhere to this policy as well.

**Minimum Advertised Pricing:** We have determined that it is in the best interest of the Caséta Wireless light controls brand for our Resellers to advertise Caséta Wireless products at no less than the dollar values shown in the Caséta Wireless light controls MAP table (shown below).. This includes all media outlets, including but not limited to: local, national and international print media, radio, television, and the World Wide Web. Advertising sales that cover multiple manufacturer’s products (e.g. “All dimmers 20% off”) need to carry an exception for Caséta Wireless light controls to be consistent with this policy. In-store-only advertisements, such as posters or manager discounts, are not restricted under this policy. Electronic advertising (including any communication accessible to customers on the Internet or through other electronic media) consistent with this policy may not include any indication that a lower price may be viewed elsewhere, including, but not limited to, statements such as “Click to See Price” or “See Price in Cart”. However, it is not contrary to this policy to indicate that customers may “Call for a Price”. Also, for purposes of this policy, the price at which Caséta Wireless light controls are advertised includes the net effect of all discounts and rebates.

From time to time, Lutron may make available certain temporary promotions which would supersede this policy for the limited duration of the promotion.

This policy does not cover any activities by Lutron itself. Lutron may and shall perform market seeding and promotional activities to help generate awareness or create demand for Caséta Wireless light controls.

**Implementation:** We expect that our Resellers will adopt this policy based on the benefits outlined above. Lutron will monitor Resellers’ practices with respect to this policy. If we discover that a Reseller, or a Reseller’s customer, is not acting in accordance, we will make a unilateral decision whether or not to take action. Such action may include removal of the Reseller’s listing from the Lutron website, withholding cooperative advertising or marketing funds, terminating that reseller as a Caséta Wireless light controls Reseller, or ceasing to do business with that Reseller altogether. Such a decision will be made solely by our management.

It is every Reseller’s right to decide which products to sell and at what price to sell them. In the same way, it is Lutron’s right to do business with whichever Resellers we choose. As we are sure you understand, we must and we will exercise that right to protect the value and reputation of our brand.

Any and all questions regarding this policy should be directed only to Lutron’s Law Department. No one else is authorized to discuss any aspect of this policy, or the application of this policy to any specific dealer.

**Caséta Wireless™ light controls MAP table**

<b>Product SKU</b>	<b>Product Description</b>	<b>List Price USD/CAD</b>	<b>MAP</b>
P-PKG1W-	Caséta Wireless in-wall dimmer and Pico remote control kit	\$80/\$88.60	\$59.95
P-PKG1P-	Caséta Wireless plug-in dimmer and Pico remote control kit	\$80/\$88.60	\$59.95
PD-6WCL-	Caséta Wireless in-wall dimmer	\$72/\$79.70	\$54.95
PD-3PCL-WH	Caséta Wireless plug-in lamp dimmer	\$72/\$79.70	\$54.95
PJ2-WALL-	Pico remote control with wall mounting kit	\$32/\$35.40	\$23.95
PJ2-3BRL-WH-L01R PJ2-3BRL-LA-L01R	Pico remote control	\$21/\$23.30	\$14.95
PJ2-3BRL-BL-L01R	Pico remote control - Black	\$25/\$28	\$17.95