



PO Box 10371 Bozeman Mt. 59719

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Hello to our partners,

I want to first thank you for helping us have the best year ever. We know this would not be possible without your support.

Sierra Lifestyles is committed to integrity, honesty and quality in our product lines. We have ongoing efforts to ensure that our products are offered and sold in a fair business environment. This requires that we establish a Minimum Advertised Price Policy (MAP). Under this policy, effective January 1, 2008, Sierra Lifestyles products may not be advertised for less than 90% of the current retail list price that is stipulated in our current price list. This policy applies to all known advertising media, including but not limited to written or printed material, radio, TV, electronics data transfer and information-and the internet.

To avoid any misunderstanding: This policy does not, in any way, diminish your right to sell our products at any price you choose. It merely establishes a parameter with regard to advertising, as specified above.

To assure fair business practice, Sierra Lifestyles will strictly enforce this policy including nullifying and terminating any prior written or verbal agreements to resell our products.

We are confident you understand the reasons underlying our decision to implement this MAP policy and will fully comply. Without question, the long term benefits of this policy will benefit all Sierra Lifestyles' dealers.

Should you have any question or comments regarding our MAP policy, please feel free to contact John Bliese at 1-406-586-5919.

Thanks you for your support,

John Bliese  
Sierra Lifestyles