

2016-2017 UNILATERAL PRICING POLICY

To further our continued support of independent bicycle dealers, to encourage our authorized dealers to effectively promote and invest in sales and service of our products, and to preserve the image and value offered by our products ISM Saddles, LLC has unilaterally adopted the following policies for all resellers of ISM Bicycle Saddles and ISM Adamo Bicycle Saddles. No ISM Saddles, LLC employee or representative is authorized to interpret, alter, discuss or reach an agreement regarding the subject matter of this policy.

No Auction Site Sales

Websites can be a valuable tool for retailers to establish an online presence, promote their stores and better connect with and serve their customers. ISM Saddles, LLC has long supported retailers in developing their own web sites. Recently, however, we have seen a rapid growth in the use of anonymous “auction” sites to sell bicycles and accessory products. These anonymous retail sites do not help retailers build either customer loyalty or a distinctive ISM Saddles image for their store, and they offer consumers nothing in the way of customer service. Auction sites turn bicycle products into mere commodities, and in doing so, harm ISM Saddles, LLC, our vendors, our customers, retail consumers and the health of our industry. Products may not be advertised or sold on an “auction” site.

Prohibited Sales Strategies

ISM Saddles, LLC products shall not be advertised below MSRP in any advertisement of any kind, on any search engine or any other unique form of advertisement or consumer publication. No advertisement in any manner may contain the language or any form of “call for special pricing”. ISM Saddles, LLC products may not be advertised or sold using “make an offer” or “price matching” sales strategies. These products may not be included in any coupon, discount, or offer that in effect reduces the price below our minimum MSRP. These strategies include, but are not limited to, offering a percentage discount on a purchase over a certain dollar level, or combining saddles with other items where the resulting “package” price is below our MSRP. Dealers who use these promotional strategies must exclude ISM Saddles, LLC products from the promotion and clearly indicate that exclusion in their advertising. ISM Saddles, LLC reserves the right to restrict sales to any dealer who violates either the letter or spirit of this policy.

Dealer MSRP and Margin List

We will periodically update our suggested MSRP. Current MSRP prices are listed below.

Independence of Determination of Prices and Margins by Dealers

All dealers are free to independently determine their own retail prices and margins. ISM Saddles, LLC does not seek and will not accept any agreement with any dealer regarding either their retail pricing or their adherence to our pricing policy.

ISM Saddles, LLC’s Control of Product

ISM Saddles, LLC has the legal right to unilaterally cease sales of ISM Saddles, LLC products at any time and for any reason, without prior notice to the dealer. ISM Saddles, LLC has unilaterally determined that it will cease to sell ISM Saddles, LLC products to dealers who choose to advertise or sell these products at prices below ISM Saddles, LLC’s suggested MSRP, or in violation of our other policies.

No Tattling

Our MSRP has been set unilaterally by ISM Saddles, LLC, and cannot be the subject of negotiation or discussion with any dealer. It is our obligation to enforce this policy uniformly and fairly, and we must do so on our own. We cannot and will not accept any information from any dealer about prices being charged by another dealer or about possible violations of our policies by another dealer. Please do not call us or send us email about prices being charged by another dealer.

Use of Trademarks and Logos

Any authorized dealer who complies with these policies may use our trademarks, trade names, and logos in print advertising or on the internet to advertise that ISM Saddles, LLC products are available for sale or delivery at the dealer’s physical retail location. Unauthorized or inappropriate use of our logos, trademarks, trade names or other intellectual property (such as use of our images on auction sites) may result in restriction of your ability to purchase ISM Saddles, LLC products, or closure of your ISM Saddles, LLC account. All trademarks, trade names, logos and other intellectual property remain the exclusive property of ISM Saddles, LLC.

Promotion Through Team Support and Bike Shop Employee Purchase

ISM Saddles, LLC may provide ISM Saddles, LLC products directly to professional or amateur racing teams or individual racers for promotional purposes. ISM Saddles, LLC also reserves the right to create a bicycle shop employee purchase program to promote sales of these products, and to establish other promotional programs at our discretion.

Effective Date; These policies are effective February 21st, 2016.



ISM SADDLES AND ISM ADAMO SADDLES 2016-2017 MSRP

<i>Saddle</i>	<i>Part #</i>	<i>MSRP</i>
<i>ISM Touring</i>	<i>VL9035</i>	<i>\$59.88</i>
<i>ISM Sport</i>	<i>VL9038</i>	<i>\$69.88</i>
<i>ISM Berkley</i>	<i>VL9087</i>	<i>\$49.88</i>
<i>ISM Cruise</i>	<i>VL9083</i>	<i>\$59.88</i>
<i>ISM Urbaine</i>	<i>VL9107</i>	<i>\$69.88</i>
<i>ISM Metro</i>	<i>VL9113</i>	<i>\$49.88</i>
<i>PL 1.0</i>	<i>VL9105</i>	<i>\$224.88</i>
<i>PL 1.1</i>	<i>VL9104</i>	<i>\$189.88</i>
<i>PM 2.0</i>	<i>VL9106</i>	<i>\$189.88</i>
<i>PN 1.0</i>	<i>VL9085</i>	<i>\$249.88</i>
<i>PN 1.1</i>	<i>VL9089</i>	<i>\$149.88</i>
<i>PN 2.1</i>	<i>VL9102</i>	<i>\$199.88</i>
<i>PN 3.0</i>	<i>VL9114</i>	<i>\$199.88</i>
<i>PR 1.0</i>	<i>VL9097</i>	<i>\$119.88</i>
<i>PR 2.0</i>	<i>VL9099</i>	<i>\$139.88</i>
<i>PR 3.0</i>	<i>VL9052</i>	<i>\$139.88</i>
<i>PS 1.0</i>	<i>VL9073</i>	<i>\$224.88</i>
<i>PS 1.1</i>	<i>VL90732</i>	<i>\$199.88</i>
<i>ISM Adamo Road</i>	<i>VL9060</i>	<i>\$189.95</i>
<i>DEMO Package</i>		<i>No Sale</i>

All prices in US \$