# Take A Look Active Cyclist Mirror LLC
# Minimum Advertised Price Policy

Effective Date: January 3, 2026

1. Introduction

Take A Look Active Cyclist Mirror LLC (hereinafter referred to as "Take A Look") is committed to providing high-quality products that meet the needs of our customers. To support our dealers and distributors in advertising and selling our products, we have established a Minimum Advertised Price (MAP) policy. This policy has been designed to protect the integrity of our brand, ensure marketplace competitiveness, and maintain a fair environment for all authorized partners.

2. Policy Coverage

This MAP policy applies to all dealers and distributors of Take A Look's products within the United States. The policy covers all advertised prices of Take A Look's products, including but not limited to those advertised through:

- Online stores and e-commerce platforms
- Print ads (including inserts, magazines, and newspapers)
- Broadcast emails
- Direct mailers
- Billboards
- Online banners and other digital advertising

3. Brand Identity Compliance

Take A Look Active Cyclist Mirror LLC (formerly known as Bike Peddler Bike Products) has undergone a significant brand transformation to better reflect our mission and vision. It has been more than five years since our brand name officially changed to "Take A Look Active." We request that all our dealers and distributors refer to our products and brand solely as "Take A Look Active" in all advertising, marketing, and sales communications.

*Prohibited Brand Name Usage:*

- The use of the outdated "Bike Peddler" or "Bike Peddler Bike Products" brand name for any advertising or promotional purposes is strictly prohibited. All products must be advertised and sold under the "Take A Look Active" brand name to ensure brand consistency and avoid customer confusion.

We appreciate your attention to this detail and your cooperation in using only the current brand name in all communications and advertisements. Ensuring that our brand is consistently represented in the market is crucial for maintaining the integrity and recognition of our products.

4. Third-Party E-Tailer and Dealer Website Sales

*Online Sales Restrictions*

Dealers are prohibited from selling Take A Look Active Cyclist Mirror LLC products on any third-party e-tailer sites, including but not limited to Amazon, eBay, and Walmart. Dealers are permitted to sell our products on their own websites, provided that:

- The advertised price and the selling price both meet or exceed our Minimum Advertised Price (MAP).
- Dealers do not engage in the deceptive practice of advertising a low product price and then significantly inflating shipping charges to circumvent the MAP policy.

*Amazon sales*

Take A Look is committed to maintaining the integrity and perceived value of our products across all platforms. To this end, we have assumed direct control over all sales of our products on Amazon and intend to be the single seller of our products on Amazon. This transition is part of our ongoing effort to ensure that prices listed on Amazon are consistent with our MAP policy. Our ultimate goal is to eliminate the need for our brick-and-mortar customers to compete with Amazon, thus fostering a more predictable and fair market environment for all authorized dealers and distributors.

This strategic move will not only support our MAP compliance but also strengthen our brand's marketplace positioning. We believe this will benefit our partners by creating a more level playing field and ensuring consistent pricing across all sales channels.

5. Suggested and Minimum Advertised Prices:

After several months of Amazon experience, we have determined it is necessary to allow a lower *minimum advertised price*, but we will continue to support the *suggested retail price* on our own website, as follows:

| | Suggested retail price | Minimum advertised price |
|---|---|---|
| Original & Compact mirrors | $21.95 | $19.95 |
| Helmet adapter | $7.95 | $7.95 |
| Carry case | $7.95 | $7.95 |

Advertising any Take A Look product at a price lower than the MAP is strictly prohibited, with the exception of short-term promotional events as described below.

6. Policy Exceptions

*Sales events:* Take A Look may discount our product on Amazon for a sales event from time to time. Discounted pricing will be extended to our brick-and-mortar dealers ahead of any such event so that they may match the discounted price on Amazon.

*Short-term dealer sales:* Dealers are permitted to advertise and sell Take A Look's products at prices lower than the MAP for a short-term promotional period, subject to the following conditions:

- The sale does not exceed seven days.
- Such promotions are limited to three per year for each dealer.

7. Distributor Restrictions

Distributors of Take A Look's products are expressly prohibited from selling our products at retail or acting as a dealer. Distributors are expected to adhere strictly to wholesale activities and support our mutual dealers in compliance with this MAP policy.

8. Policy Violations

Violations of the MAP policy will result in actions by Take A Look, which may include one or more of the following:

- Issuance of a warning notice
- Suspension of orders and shipments
- Termination of dealership or distribution agreement

9. Reporting Violations

Dealers and distributors are encouraged to report any observed violations of this MAP policy to Chris or Loree Lund using the contact information provided below.

10. Policy Modifications

Take A Look reserves the right to update, modify, or discontinue this MAP policy at any time. Notice of such changes will be provided to all affected dealers and distributors.

11. Contact Information

For questions or more information about this MAP policy, please contact:

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