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Minimum Advertised Price Policy

In an effort to allow all retailers an equitable share of the market, Solar Sun Rings has implemented a Minimum Advertised Price Policy. The primary reason for this change in policy is due to damage sales outlets caused by loss leader advertising on online auction sites and bulletin sites, such as E-Bay and Craigslist.

We, Solar Sun Rings, Inc. are the patents holder, manufacturer, and master distributor for the United States. We sell Solar Sun Rings nationwide on a multi-tiered price schedule that allows all forms of businesses to participate in sales of our products. The online auction sites and bulletin sites in question have given providers the ability to offer goods for sale simply by placing advertising. Competition between these online providers has driven the on line price below the level at which merchants who maintain stores and displays can compete.

This type of price cutting and advertising goods at great discounts has caused damage to retailers in other industries. One of these was Brighton Industries, a women's purse manufacturer, who had a company deeply discount their goods on the internet that affected the sales of retailers having stocked showrooms, displays and trained sales personnel. The Supreme Court ruled that the manufacturer had a right to establish a minimum advertised price to help maintain the store owners who stocked and sold their products. The entire decision is available at the Supreme Court of The United State's website under docket # 06/240.

We, at Solar Sun Rings, Inc want to give all forms of business the ability to sell our products profitability. Therefore the following schedule of minimum advertised prices is now established.

Solar Sun Rings and Solar Sun Rings Plain: \$27.95

Solar Sun Rings with Water Anchor and Solar Sun Rings with Water Anchor Plain: \$29.95

Solar Spa Covers: \$74.95

Twister Component with Adaptor \$ 59.95

We at Solar Sun Rings hope all providers will observe this schedule of prices. For those providers who do not abide by these guidelines, we will not warranty any product sold at prices below these levels. All customer claims will be referred to the seller for all warranty adjustments at the providers' expense. If a provider continues to sell at below these levels, a lawful cease and desist order will be issued

Sincerely
David J. Bartoli
Business Manager and C. F. O.