



## **FELL Marine Authorized Reseller & MRP Policy**

FELL Marine Authorized Resellers are authorized to purchase FELL Marine products from an Authorized Distributor. In order to ensure that our products are properly promoted and supported, FELL Marine has developed this Authorized Reseller Policy. This Authorized Reseller Policy ("Policy") governs the manner in which the Authorized Reseller program will be managed by us and does not create or imply any contractual relationship between you and FELL Marine. FELL Marine reserves the right to modify this policy from time to time without notice. Your acceptance into this program is at the sole discretion of FELL Marine and we may terminate your participation in the program at any time without liability to you.

### **Internet Sales**

You will not sell or offer for sale any FELL Marine MRP product over the Internet or any interactive electronic network without prior written approval from FELL Marine. FELL Marine reserves the right in FELL Marine's sole discretion to approve or disapprove of the sale or offering for sale by Authorized Reseller of FELL Marine products over the Internet or any interactive electronic network. FELL Marine does allow sales on 3rd Party Platforms (Amazon marketplace, Wal-Mart, etc) on the Authorized Reseller Program as long as the Reseller complies with FELL's unilateral MRP policy. Check with your Distributor for a current MRP Listing. Sales on Auction sites such as eBay, etc are not allowed

## **FELL Marine Unilateral MRP Policy**

Fell Marine Inc. has implemented a Minimum Retail Price Policy (MRP) to support a reasonable retail market value of its products effective January 1, 2023. All USA & Canadian retailers, wholesale customers and resellers shall be subject to this policy.

This policy requires that all products advertised in any way or displayed and/or sold to retail customers, not be advertised below MRP. This also includes any online pricing shown in checkout carts. Limited exceptions to this policy may be offered by Fell Marine at its sole discretion, for a limited period, as agreed to in writing by Fell Marine, to support regional consumer events such as boat shows.

Any discounting of the MRP for a MRP Product, including, without limitation, advertising, offering or providing coupons, gift cards, rebates, free accessories, bundling with additional products, or payment of sales tax for the customer - will be regarded as a violation of this MRP Policy if the net retail price for the MRP Product is less than MRP after deducting the value of the coupon, rebate, gift card, accessory, bundled product or covered sales tax.

Violations of this policy may cause Fell Marine to alter a Resellers or Distributor status, which could result in a slowed or interrupted supply of Fell Marine products for a period of time to be determined solely by Fell Marine. Fell Marine will hold wholesale distributors responsible for adherence to this program by any resellers if they are found to be supplying Fell Marine products to that reseller who is in violation of Fell Marine's MRP policy.

Resellers must complete and sign a Reseller application and submit directly to [mail@fellmarine.com](mailto:mail@fellmarine.com) for consideration of this program, indicate "reseller" in the subject line.

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