



February 21, 2017

Industrial Revolution (IR) Dealer Terms and Conditions Update

To All US and Canadian IR Dealers:

In response to unacceptable online pricing trends, we are taking immediate steps to help improve the long-term growth of our distributed brands and our retail partner's businesses. These corrective actions will help clarify our channel distribution strategy and provide a platform for all our customers to thrive within their respective market(s).

MORAKniv Branded Products Sold in the US

- We are applying a Minimum Advertised Pricing policy to several MORAKniv models as well as the Light My Fire FireKnife. An independent outside firm will monitor, track, report and warn offending retailers who are in violation of the pricing policy. Multiple MAP violations can result in the suspension and/or termination of their account with IR. Violation notices will also be communicated to our Authorized Distributors to adhere to IR MAP enforcement;
- Prices for 2017 will be increased effective April 1, 2017. Please find the attached price list that will show both the upcoming pricing as well as the items that will be MAP;
- Retailers will be provided a list of authorized distributors for IR brands where our products will be available.

Light My Fire Branded Products sold in the US

- We are applying a Minimum Advertised Pricing policy to the Light My Fire FireKnife. An independent outside firm will monitor, track, report and warn offending retailers who are in violation of the pricing policy. Multiple MAP violations can result in the suspension and/or termination of their account with IR. Violation notices will also be communicated to our Authorized Distributors to ensure adherence to IR MAP enforcement;
- Retailers will cease selling Light My Fire Products on online marketplace sites which include but are not limited to Amazon marketplace, EBay, Walmart.com, or Sears.com. Retailer is not allowed to sell their Light My Fire inventory to any Amazon.com reseller;
- E-Commerce customers must own their own URL domain(s) (host site) where Light My Fire transactions take place. Redirecting a sales transaction from dealer's host site to a 3rd part URL is prohibited and will result in account termination.

IR Sales Management