

AudioCodes OSN Partner Program Minimum Advertised Pricing Policy

AudioCodes has established a unilateral policy regarding Minimum Advertised Price (“MAP”) for AudioCodes’ products sold by and through all reseller partners participating in the AudioCodes OSN Partner Program in the United States.

Under this policy requirement, the price of the product advertised by the reseller shall not be lower than 5% off from the published MSRP.

Nothing in this policy or this requirement is intended to limit or restrict the actual sale price by the reseller of an AudioCodes product. Such price shall be set by the reseller at its absolute discretion.

Advertised in this context means any form of print or internet advertisement or mail piece.

Reseller is not restricted in the price given by it in quotes potential customers solicit from it or in the price appearing in an internet site “checkout” page where the customer makes their final purchase election.

All products advertised must have a price associated with them in the ad. The use of ‘Call for Pricing’ or something similar is not approved.

Consequences for Failing to Comply with MAP policy

The consequences for failing to comply with this policy will result in any or all of the following:

- Forfeiture of all MDF and accrued marketing funds provided by AudioCodes
- Loss of direct technical support from AudioCodes
- Loss of authorization status with AudioCodes and thus the ability to purchase AudioCodes products from an authorized AudioCodes distributor

Any questions regarding this policy must be submitted in writing to: greg.parc@audiocodes.com