

CMC TRIGGERS | SAN TAN TACTICAL | SOUSA OPTICS

AUTHORIZED DEALER MAP POLICY

Effective January 1, 2026

INTRODUCTION

CMC Triggers Corp, including CMC Triggers, San Tan Tactical, and SOUSA Optics (collectively referred to as the “Brands”), is committed to maintaining a strong and healthy dealer network built on fair competition, premium brand positioning, and long-term dealer success.

To support these goals, the Brands have established this Minimum Advertised Price (“MAP”) Policy for all authorized dealers, distributors, ecommerce sellers, and approved reseller partners.

This Policy is intended to:

- Protect dealer margins
- Maintain premium product value
- Support fair competition across all sales channels
- Reduce marketplace price erosion
- Encourage long-term investment in the Brands
- Ensure a consistent customer experience

This MAP Policy applies only to advertised pricing and does not regulate actual selling prices. Dealers remain free to independently determine final transactional prices.

This Policy is unilateral and non-negotiable.

BRANDS COVERED

This Policy applies to all products sold under the following brands:

- CMC Triggers
- San Tan Tactical
- SOUSA Optics

The Brands reserve the right to modify covered products and MAP schedules at any time.

PRODUCTS COVERED

All products listed on current dealer price sheets, distributor sheets, and official MAP schedules are covered under this Policy unless otherwise stated in writing.

Dealers are responsible for maintaining current MAP pricing on all covered products.

DEFINITIONS

MAP

Minimum Advertised Price.

Advertised Price

Any price displayed publicly before a customer places an item into their cart or completes a private transaction.

Transactional Price

The final selling price charged to the customer.

Marketplace

Any third-party ecommerce platform including Amazon, eBay, GunBroker, Walmart Marketplace, and similar websites.

Add-to-Cart Pricing

A pricing method where the discounted price is only visible after the customer adds the item to their cart.

Authorized Dealer

Any dealer approved to advertise and sell Brand products.

CHANNELS COVERED

This Policy applies to all forms of advertising, including:

- Ecommerce websites
- Google Shopping
- Marketplace listings
- Amazon
- eBay
- GunBroker
- Walmart Marketplace
- Social media

- Email marketing
- SMS campaigns
- Paid advertisements
- Affiliate marketing
- Print advertising
- Trade show signage
- Online videos and livestreams

PROHIBITED PRACTICES

The following practices are prohibited:

- Advertising products below MAP
- Strike-through pricing below MAP
- “Price Too Low to Show” messaging
- “Call for Price” or “Email for Price” advertisements
- Public coupon codes reducing prices below MAP
- Auto-applied discounts visible before cart placement
- Google Shopping feed violations
- Marketplace price dumping
- Unauthorized marketplace sales
- Selling products through unapproved third-party sellers
- Misrepresenting product specifications or branding

PERMITTED PRACTICES

The following practices are permitted unless otherwise prohibited in writing:

- Add-to-cart pricing
- Free shipping promotions
- Approved manufacturer promotions
- Value-added bundles
- Dealer loyalty programs
- Military and law enforcement discounts
- In-store verbal pricing
- Private email quotes
- Password-protected member pricing

ONLINE CHANNELS OF DISTRIBUTION (OCOD)

Authorized dealers may sell products through their own branded ecommerce websites.

Dealers may not sell products through Amazon, eBay, GunBroker, Walmart Marketplace, or other third-party marketplaces without prior written approval.

Dealers are expected to maintain:

- Professional ecommerce websites
- Accurate product information
- Current branding assets
- Secure checkout systems

- Professional customer service standards

Unauthorized dropshipping, marketplace arbitrage, or resale to unauthorized sellers is prohibited.

DISTRIBUTOR & INDIRECT DEALER POLICY

Products purchased through authorized distribution channels remain subject to all MAP and ecommerce policies.

Dealers purchasing through distribution are considered authorized resellers only when operating in compliance with this Policy.

The Brands reserve the right to:

- Contact indirect dealers regarding violations
- Require correction of pricing violations
- Restrict future product supply
- Request distributor cooperation
- Remove marketplace authorization
- Restrict non-compliant accounts from future purchases

Distributors may also be required to assist in addressing repeated MAP violations from reseller accounts.

MAP VIOLATION PROCESS

STEP 1 – WARNING

- Written warning notice

- 48-hour correction period
- Educational communication provided

STEP 2 – PROBATION

- Suspension of promotional support
- Increased compliance monitoring
- Allocation review
- 7-day correction requirement

STEP 3 – TERMINATION

- Suspension or termination of dealer status
- Freeze on future orders
- Removal from dealer locator
- Marketplace authorization revocation

The Brands reserve the right to bypass progressive enforcement for repeated or intentional violations.

MAP HOLIDAY POLICY

Temporary MAP exceptions may be approved during designated promotional periods including:

- Black Friday
- Cyber Monday
- Memorial Day
- Independence Day

- Labor Day
- SHOT Show promotions

All promotional pricing must receive written approval and include approved dates, SKUs, and advertising language.

MONITORING & ENFORCEMENT

The Brands reserve the right to monitor advertised pricing across all channels using internal compliance teams and third-party monitoring software.

Dealers are expected to cooperate with all compliance investigations.

Failure to cooperate may result in additional enforcement action.

RESERVATION OF RIGHTS

The Brands reserve the right to:

- Modify this Policy at any time
- Add or remove covered products
- Restrict marketplace activity
- Refuse future orders
- Suspend or terminate dealer relationships
- Investigate suspected violations

No employee, sales representative, or distributor may modify this Policy unless authorized in writing by executive management.

CONTACT INFORMATION

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