



Unilateral Price Policy

Effective Immediately

Ultra-Fab, recognizes that its high-quality resellers invest time and resources to deliver an extraordinary customer experience through knowledgeable staff and compelling vendor presentation. To support its resellers' efforts, Ultra-Fab wishes to establish policies that allow resellers to earn the profits necessary to maintain the high level of customer excellence people have come to expect from Ultra-Fab resellers.

In order to successfully compete in the marketplace and to ensure that Ultra-Fab's high-quality products are adequately promoted and supported, Ultra-Fab has announced this Unilateral Price Policy ("UPP"). Hereafter, all sales and marketing to End-Users of Products set forth in Ultra-Fab *Unilateral Price Grid* (attached) inside the United States and Canada shall be subject to this UPP.

The terms of the UPP are as follows:

1) Resellers and Distributors shall not advertise Products at prices below the Minimum Advertised Price ("MAP") set forth by Ultra-Fab, and as reflected in the applicable *Unilateral Price Grid*. Note: A price advertised even one cent below the Minimum Advertised Price is considered non-acquiescence. Ultra-Fab reserves the right from time to time to alter, modify, suspend, or cancel this UPP, the Products covered and/or the Minimum Advertised Price, in its sole and absolute discretion at any time. Ultra-Fab is the sole arbiter of such decisions and reserves the right to make any such decision unilaterally.

2) The UPP applies to all advertised prices for the Products. The UPP is not, and is not intended to be, an agreement or understanding of any kind, express or implied, regarding the price at which the Reseller may sell the Products (or any Ultra-Fab products). A Reseller may sell the Products (and all Ultra-Fab products) at any price it chooses. No officer, employee, representative or agent of Ultra-Fab has authority to (i) enter into any agreement or understanding with respect to the price at which the Reseller sells the Products; or (ii) coerce or otherwise force the Reseller to price the Products at any level other than that unilaterally determined by the Reseller. The Reseller within its own discretion can choose to acquiesce or not acquiesce with this policy. Ultra-Fab will not discuss conditions of acceptance related to this policy. This policy is non-negotiable and will not be altered, modified, or amended for any Reseller or Distributor. ***Please note that following the actions of another reseller or distributor is not an exception to this Unilateral Policy and will be considered non-acquiescence.***

3) The UPP applies to all advertisements and marketing of Products in any and all media, including and without limitation: newspapers, direct mail flyers or circulars, catalogs, television, radio, online/electronic media, and all other media. The UPP does not apply to in-store banners, displays, or price tags or other in-store advertising that is not distributed externally to End-Users. The UPP, however, prohibits the use of phrases or graphical representations that are intended to suggest, or that would allow an End-User to infer, that a lower price than the Minimum Advertised Price may apply.

The following are actions that constitute acquiescence with this UPP:

a) Offering free shipping or financing on Product(s) shall constitute acquiescence with the UPP.

b) Offering a gift card, redeemable for value on a future purchase, along with the purchase of Product(s) shall constitute acquiescence with the UPP.



c) Ultra-Fab, from time to time within its sole discretion may announce promotional prices of products listed in the *Unilateral Price Grid*.

The following are actions that DO NOT constitute acquiescence with this UPP:

a) Website features such as “click for price,” “see price in cart,” “add to cart for best price,” automated “bounce-back” pricing emails, pre-formatted email responses, forms, and automatic price display for any items prior to checkout, and other similar features are considered to be communications initiated by the dealer (rather than by the End-User), constitute advertisements and shall not constitute acquiescence with the UPP.

b) The issuance of non- Ultra-Fab announced rebates (in any form, including coupon codes) on Product(s) listed in the *Unilateral Price Grid*.

c) Including free or otherwise discounted products (whether Ultra-Fab products or another brand's products) along with the sale of Products shall not constitute acquiescence with this UPP if such inclusion has the effect of discounting the advertised price of the Product below the price on the *Unilateral Price Grid* for that Product.

4) If Ultra-Fab determines that any Reseller has violated this UPP, then Ultra-Fab may within its sole discretion and without assuming any liability, cancel pending orders and your ability to purchase products from Ultra-Fab, or any distributors, may be suspended.

5) Ultra-Fab may engage in monitoring of advertised prices for the Products sales in all channels, either directly or via the use of third parties. Third parties retained by Ultra-Fab may engage in the monitoring of product sales.

Ultra-Fab’s sales personnel have no authority to modify or grant exceptions to this Unilateral Policy. All questions regarding interpretation of this Unilateral Policy should be directed to enforcement@ultra-fab.com.



UNILATERAL PRICE GRID

May 2023

UF #	PRODUCT NAME	MSRP	MAP UPP
48-979009	Universal Access Door-White	\$ 33.89	\$ 32.20
48-979010	Universal Access Door-Chrome	\$ 52.29	\$ 49.68
48-979110	Brake - Electric - LH 10"X2.25 3.5K	\$ 43.69	\$ 41.51
48-979111	Brake - Electric - RH 10"X2 1/4 3.5K	\$ 43.69	\$ 41.51
48-979112	Brake - Electric - LH 12"X2 6K	\$ 51.89	\$ 49.30
48-979113	Brake - Electric - RH 12"X2 6K	\$ 51.89	\$ 49.30
48-979114	Brake - Electric - LH 12X2 7K	\$ 51.89	\$ 49.30
48-979115	Brake - Electric - RH 12X2 7K	\$ 51.89	\$ 49.30
48-979150	Brake - Electric - LH 10"X2.25 3.5K (Boxed)	\$ 55.39	\$ 52.62
48-979151	Brake - Electric - RH 10"X2 1/4 3.5K (Boxed)	\$ 55.39	\$ 52.62
48-979152	Brake - Electric - LH 12"X2 6K (Boxed)	\$ 64.29	\$ 61.08
48-979153	Brake - Electric - RH 12"X2 6K (Boxed)	\$ 64.29	\$ 61.08
48-979154	Brake - Electric - LH 12X2 7K (Boxed)	\$ 64.29	\$ 61.08
48-979155	Brake - Electric - RH 12X2 7K (Boxed)	\$ 64.29	\$ 61.08
48-979210	Brake, Self-Adjusting, 10" LH, 10"x2-1/4", Bulk	\$ 60.40	\$ 57.38
48-979211	Brake, Self-Adjusting, 10" RH, 10"x2-1/4", Bulk	\$ 60.40	\$ 57.38
48-979214	Brake, Self-Adjusting, 12" LH, 12"x2", 7K, Bulk	\$ 62.03	\$ 58.93
48-979215	Brake, Self-Adjusting, 12" RH, 12"x2", 7K, Bulk	\$ 62.03	\$ 58.93
48-979250	Brake, Self-Adjusting, 10" LH, 10"x2-1/4", Boxed	\$ 70.59	\$ 67.06
48-979251	Brake, Self-Adjusting, 10" RH, 10"x2-1/4", Boxed	\$ 70.59	\$ 67.06
48-979254	Brake, Self-Adjusting, 12" LH, 12"x2", 7K, Boxed	\$ 72.23	\$ 68.62
48-979255	Brake, Self-Adjusting, 12" RH, 12"x2", 7K, Boxed	\$ 72.23	\$ 68.62
53-945100	Bug Stopper - Furnace	\$ 12.79	\$ 12.15
53-945110	Bugs Stopper - Furnace 2pk	\$ 12.79	\$ 12.15
53-945120	Bug Stopper - Furnace (Hydroflame)	\$ 7.69	\$ 7.31
53-945130	Bug Stopper - Furnace (Atwood)	\$ 11.39	\$ 10.82
53-945140	Bug Stopper - Furnace (Suburban)	\$ 13.19	\$ 12.53
53-945150	Bug Stopper - Furnace (Atwood)	\$ 25.39	\$ 24.12
53-945200	Bug Stopper - Refrigerator (Dometic)	\$ 24.99	\$ 23.74
53-945210	Bug Stopper - Refrigerator (Norcold)	\$ 24.99	\$ 23.74
53-945220	Bug Stopper - Refrigerator (Dometic)	\$ 25.39	\$ 24.12
53-945230	Bug Stopper - Refrigerator (Norcold)	\$ 24.79	\$ 23.55
53-945300	Bug Stopper - Stove (Atwood)	\$ 20.19	\$ 19.18
53-945400	Bug Stopper - Atwood & Suburban	\$ 17.99	\$ 17.09
53-945410	Bug Stopper - Suburban 10 gal	\$ 22.89	\$ 21.75
53-945420	Bug Stopper - Suburban 6 gal	\$ 16.99	\$ 16.14
53-945430	Bug Stopper - Suburban	\$ 11.39	\$ 10.82
15-954730	Universal RV Spare Tire Carrier	\$ 59.99	\$ 56.99
35-946401	RV Bumper Receiver Adapter	\$ 58.69	\$ 55.76
35-946402	Universal Hitch	\$ 83.59	\$ 79.41
35-946403	Accessory Adapter	\$ 299.00	\$ 284.05



48-979023	Jumbo Steel Roller - 2½"W x 3"D	\$ 88.59	\$ 84.16
48-979029	Cargo Carrier	\$ 117.99	\$ 112.09
48-979030	Bike Rack	\$ 46.89	\$ 44.55
48-979033	MX Hauler	\$ 209.99	\$ 199.49
35-946510	MegaHitch Coupler Vault Combo Kit	\$ 297.00	\$ 282.15
17-943031	Ultra Quick Pins ¾"	\$ 56.59	\$ 53.76
17-943032	Ultra Quick Pins 7/16"	\$ 56.59	\$ 53.76
19-950002	8" Tripod Leg Extensions - Steel	\$ 47.89	\$ 45.50
19-950202	8" Tripod Leg Extensions - Aluminum	\$ 64.59	\$ 61.36
19-950800	Storage Bag - Tripod Stabilizers	\$ 29.99	\$ 28.49
48-979008	Fifth Wheel Locking Cup	\$ 35.39	\$ 33.62
17-943010	Fifth Wheel Landing Gear - Double Motor	\$ 1,099.00	\$ 1,044.05
19-950001	Tripod Stabilizer - Steel	\$ 187.99	\$ 178.59
19-950200	Tripod Stabilizer - Aluminum	\$ 299.99	\$ 284.99
19-950500	Tripod Stabilizer - Economy	\$ 138.89	\$ 131.95
19-950600	Tripod Stabilizer - Adjustable	\$ 203.59	\$ 193.41
17-940006	Footpad - Fixed	\$ 31.99	\$ 30.39
17-940007	Footpad - Adjustable	\$ 44.59	\$ 42.36
38-944020	Power Jack Cover	\$ 15.89	\$ 15.10
38-944026	Power Jack Cover XL	\$ 16.89	\$ 16.05
49-954035	Caster Wheel - for 2" model	\$ 39.69	\$ 37.71
49-954036	Caster Wheel - for 2.25" model	\$ 39.69	\$ 37.71
49-954037	Footpad - for 2" model	\$ 19.99	\$ 18.99
49-954038	Footpad - for 2.25" model	\$ 19.99	\$ 18.99
49-954050	Ultra Topwind Tongue Jack, 2¼" tube, 5,000 lb	\$ 71.19	\$ 67.63
49-954030	Manual Jack - Sidewind, 1,000 lb.	\$ 61.99	\$ 58.89
49-954031	Manual Jack - Sidewind, 2,000 lb.	\$ 70.29	\$ 66.78
49-954032	Manual Jack - Topwind, 1,000 lb.	\$ 58.89	\$ 55.95
49-954033	Manual Jack - Topwind, 2,000 lb.	\$ 69.69	\$ 66.21
49-954034	Marine Jack - Sidewind 1,000 lb	\$ 99.99	\$ 94.99
38-944014	Power Jack - Ultra Series, 4000#, 2¼" tube	\$ 364.00	\$ 345.80
38-944017	Power Jack - Ultra Series, 3500#	\$ 279.00	\$ 265.05
38-944037	Power Jack - Ultra Series, 3500#, 7-way	\$ 279.00	\$ 265.05
38-944040	Power Jack - Phoenix, 4000#	\$ 469.00	\$ 445.55
38-944055	Power Jack - Phoenix, 5500#	\$ 619.00	\$ 588.05
38-944060	Power Jack - Ultra Series - 3500# - 2-1/4"	\$ 209.99	\$ 199.49
48-979050	Leveling Blocks - 4/pack	\$ 35.09	\$ 33.34
48-979051	Leveling Blocks - 10/pack	\$ 72.89	\$ 69.25
48-979052	Leveling Blocks - 8/pack	\$ 61.39	\$ 58.32
46-700034	Tow Dolly Tie-Down Straps (Red)	\$ 47.59	\$ 45.21
53-945001	Mini Solar Plumbing Vent	\$ 73.59	\$ 69.91
39-941705	PowerTwin II-30"	\$ 1,199.00	\$ 1,139.05
39-941707	PowerTwin II-22"	\$ 1,199.00	\$ 1,139.05
48-879100	Crank handle for Scissor Jacks	\$ 16.59	\$ 15.76
48-979005	Drill Attachment - Speed Socket	\$ 11.29	\$ 10.73
48-979070	Drill Attachment - J Hook	\$ 8.29	\$ 7.88
48-979071	Drill Attachment - T Slot	\$ 15.39	\$ 14.62



48-979080	Eliminator II - Front-to-Back	\$ 185.69	\$ 176.41
48-979081	Eliminator II - Side-to-Side	\$ 185.69	\$ 176.41
48-979002	Scissor Jacks - 24" - 2/pk	\$ 127.69	\$ 121.31
48-979003	Stacker Jacks - 2/pack	\$ 41.89	\$ 39.80
48-979031	Scissor Jacks - 30" - 2/pk	\$ 173.19	\$ 164.53
48-979032	Scissor Jack - 30" - 1/pk	\$ 96.39	\$ 91.57
48-979011	Swivel Skid Wheel - 4"	\$ 172.59	\$ 163.96
48-979012	Swivel Skid Wheel - 5"	\$ 399.99	\$ 379.99
48-979013	Swivel Skid Wheel - 6"	\$ 414.29	\$ 393.58
48-979014	Swivel Hitch Skid Wheel - 4"	\$ 195.49	\$ 185.72
48-979015	Rigid Skid Wheel - 4"	\$ 202.59	\$ 192.46
48-979017	Hitch Mount Roller - fits 2½" bars	\$ 160.69	\$ 152.66
48-979018	Hitch Mount Roller - fits 3" bars	\$ 162.69	\$ 154.56
48-979020	Receiver Mount Protector	\$ 64.59	\$ 61.36
48-979021	Micro Steel Roller - 2"W x 2"D	\$ 60.49	\$ 57.47
48-979022	Mini Steel Roller - 1½"W x 2½"D	\$ 49.49	\$ 47.02
19-960001	Slide Out Supports - 16" - 28"	\$ 121.19	\$ 115.13
19-960002	Slide Out Supports - 21" - 37"	\$ 128.69	\$ 122.26
19-960003	Slide Out Supports - 26" - 47"	\$ 136.19	\$ 129.38
19-960004	Slide Out Support Carry All	\$ 40.59	\$ 38.56
48-979004	Stacker Jacks - 4/pack	\$ 78.39	\$ 74.47
48-979006	Scissor Jack - 24" - 1/pk	\$ 67.59	\$ 64.21
21-001097	Super Grip Carry All	\$ 26.29	\$ 24.98
21-001060	Ultra Chock & Lock - 1/pack	\$ 73.99	\$ 70.29
21-001070	Ultra Chock & Lock - 2/pack	\$ 131.49	\$ 124.92
21-001080	Ultra Chock & Lock XL - 1/pack	\$ 83.89	\$ 79.70
21-001090	Super Grip Chock - 1/pack	\$ 59.39	\$ 56.42
21-001091	Super Grip Chock - 2/pack	\$ 101.39	\$ 96.32
21-001094	Super Grip Chock XL - 1/pack	\$ 68.39	\$ 64.97
21-001095	Super Grip Chock XL - 2/pack	\$ 135.69	\$ 128.91