

To whom it may concern,

You are receiving this letter because you are in violation of Penn-Plax, Inc's Minimum Advertised Price Policy ("MAP Policy"). You can find the evidence of this advertising violation attached to this letter- *Attachment 1*.

Please See Penn-Plax Inc.'s MAP Policy: <https://www.penn-plax.com/penn-plax-map-policy>

Please View the Penn-Plax Inc. MAP Pricing File: <https://www.penn-plax.com/map-pricing>

**YOU ARE HEREBY INSTRUCTED TO REMEDY THIS VIOLATION
IMMEDIATELY**

Please respond with written confirmation that this advertising violation has been fully and completely remedied. **The advertising violation must be remedied, and written confirmation thereof provided, within 48 hours or further action may be taken.** Continued violations could result in a permanent suspension.

Violation of the MAP Policy is a serious offense and can cause serious harm to our brand and reputation for high-quality products after-sales support. The harm to Penn-Plax Inc. resulting from one violation can be significant.

Sincerely,
PENN-PLAX INC.

The following product(s) were found to be advertised in a manner that violates the MAP Policy: