



August 13, 2018

BULLETIN NO. 25 - 0818

CED US Distributors

Subject: CED - Updated US Internet Minimum Advertised Price List (IMAP) – READ IMMEDIATELY!

Please see the updated IMAP pricing effective September 1, 2018. The only change to the pricing is on our recently launched **GrindLazer®** Product Line. There are no other changes to the IMAP Price List.

This new IMAP pricing replaces the IMAP pricing that went in to effect on July 1, 2018.

While the only changes at this time center on our IMAP price policy, we do feel it is important for you to review the Distributor Policy in its entirety and familiarize yourself with all of its content. You can access Graco's Distributor Policy, IMAP pricing and Internet advertising support package by going to www.graco.com and log onto GEDI. If you don't already have access to GEDI, follow the simple instructions below to register.

To access the policy, log-on to GEDI and click on "My Account" located on the far left side of the home page. The "CED Distributor Policy" will appear in the drop down menu. Under the "CED Distributor Policy" you will find links to the written policy, IMAP Pricing, and the Internet advertising support package including product photos and Graco Branding Standards

We expect all of our distributors to communicate Graco's IMAP policy and Price List to any and all 3rd party retailers. Please direct your 3rd party customers to Graco's policy and pricing located on www.graco.com/cedimap.

It is important to note, that all future updates to the policy, including IMAP pricing, will be communicated via GEDI and online at www.graco.com/cedimap. If you don't have access to GEDI, we highly recommend that you register today to ensure you receive the latest information and updates.

Best Regards,

A handwritten signature in black ink, appearing to read 'Jon Knutson'.

Jon Knutson
WW Divisional Marketing Director