

Internet Minimum Advertised Price Policy

Effective Date – January 1, 2020

Elevation (the “Company”) has decided to adopt an Internet Minimum Advertised Price (“iMAP”) Policy (“Policy”) with respect to its archery and related products sold via various online sales channels. The Company has determined that this Policy is necessary to ensure that our markets and customers continue to recognize the value of our brand and the highest quality of our products in the marketplace where the Company competes. For the Company to protect its brand value and independent retailer base, it is essential that the Company’s brand and products be presented in a manner that properly reflects the Company. Advertising the Company’s products for less than the minimum advertised price as described in this Policy would be inconsistent with that image.

Unilateral Policy

This Policy does not constitute an agreement between you and the Company and the Company is NOT seeking a response from you.

Resellers remain free to establish their own advertising prices for all of the Company’s products. However, if the Company determines to its satisfaction that any of the Company’s products have been offered or listed at a price below the minimum advertised price set, established by the Company, the Company will consider such advertisement a violation of the iMAP Policy. The Internet Minimum Advertised Prices can be found on the Company’s price sheets, or after the policy within this document.

This Policy applies to all Resellers that sell the Company’s products, including a Reseller who purchases from another Reseller or Distribution channel, as opposed to from the Company directly. This Policy only applies to online listings of Company Products in a public domain, and does not apply to any final sale prices.

The Company reserves the right to modify, suspend, or discontinue this policy as a whole, or in part, or specify certain periods during which the policy is inapplicable. Without limiting the foregoing, from time to time, the Minimum Advertised Price for one or more products may be modified by the Company.

This Policy applies to all advertisements and listings of the Company’s products via any internet based medium, direct resellers or extended resellers, where Price Information is conveyed including, but not limited to, web sites, 3rd party marketplace sites, comparison search engines, message boards, forums, or social media. This Policy does not apply to discontinued products.

The Company reserves the right to investigate and make its own independent determination as to whether this Policy has been violated and will follow the outline below if the Company determines a violation has occurred.

MAP Policy Violation - Upon the first violation of the Policy by any reseller, the Company will issue a written warning to the reseller. Reseller will have 3 business days to correct the violation. If the violation is not corrected within the period of 3 business days, the Company may suspend or discontinue entirely the sale of products, cancel any orders, or refuse to accept additional orders from the reseller for a period of not less than 30 days, but may extend indefinitely at the sole discretion of the Company.

Each violation of this policy shall remain on record with the Company for the reseller.

Each reseller of the Company’s products is free to independently decide whether or not to follow this Policy. Company will not discuss any conditions of acceptance related to this Policy, as it is non-negotiable and will not be altered for any reseller. In addition, Company does not ask for, nor will it accept, any assurance of compliance with this Policy.

Nothing in this Policy shall constitute an agreement between the Company and any reseller.

Company personnel or sales representatives have no authority to modify or grant exceptions to this Policy. All questions regarding the Policy may be directed to Elevation | 1660 Steel Way Dr. Mount Joy, PA 17552 | (800)366-4269.



Elevation 2020 Price Sheet

ItemNo	Description	UPC	MAP
FIELD QUIVERS			
13170	Nerve Field Quiver - Black/ Red - RH	811314020918	\$74.99
13171	Nerve Field Quiver - Black/ Red - LH	811314020925	\$74.99
13172	Nerve Field Quiver - Black/ Blue - RH	811314020932	\$74.99
13173	Nerve Field Quiver - Black/ Blue - LH	811314020949	\$74.99
13174	Nerve Field Quiver - Black/ Silver - RH	811314020956	\$74.99
13175	Nerve Field Quiver - Black/ Silver - LH	811314020963	\$74.99
81067	Nerve Field Quiver - Black/ Orange - RH	811314021823	\$74.99
81068	Nerve Field Quiver - Black/ Orange - LH	811314021830	\$74.99
81069	Nerve Field Quiver - Black/ Purple - RH	811314021847	\$74.99
81070	Nerve Field Quiver - Black/ Purple - LH	811314021854	\$74.99
81071	Nerve Field Quiver - Black/ Flo Green - RH	811314021861	\$74.99
81072	Nerve Field Quiver - Black/ Flo Green - LH	811314021878	\$74.99
81319	Nerve Field Quiver - Black/ Black - RH	811314024022	\$74.99
81320	Nerve Field Quiver - Black/ Black - LH	811314024039	\$74.99
13179	Mathews Nerve Field Quiver - Black/Yellow - RH	811314021007	\$79.49
13180	Mathews Nerve Field Quiver - Black/Yellow - LH	811314021014	\$79.49
1601005	Mathews Nerve Field Quiver - Black - RH	811314027009	\$79.49
1601006	Mathews Nerve Field Quiver - Black - LH	811314027016	\$79.49
81359	Elite® Edition Nerve Field Quiver - RH	811314024435	\$79.49
81360	Elite® Edition Nerve Field Quiver - LH	811314024442	\$79.49
81446	PSE Edition Nerve Field Quiver - RH	811314023902	\$79.49
81447	PSE Edition Nerve Field Quiver - LH	811314023919	\$79.49
FIELD QUIVER PACKAGES			
13215	Nerve Field Quiver - Black/ Red - RH Pkg.	811314021359	\$109.99
13216	Nerve Field Quiver - Black/ Red - LH Pkg.	811314021366	\$109.99
13217	Nerve Field Quiver - Black/ Silver - RH Pkg.	811314021373	\$109.99
13218	Nerve Field Quiver - Black/ Silver - LH Pkg.	811314021380	\$109.99
13219	Nerve Field Quiver - Black/ Blue - RH Pkg.	811314021397	\$109.99
13220	Nerve Field Quiver - Black/ Blue - LH Pkg.	811314021403	\$109.99
81083	Nerve Field Quiver - Black/ Orange - RH Pkg.	811314021984	\$109.99
81084	Nerve Field Quiver - Black/ Orange - LH Pkg.	811314021991	\$109.99
81085	Nerve Field Quiver - Black/ Purple - RH Pkg.	811314022004	\$109.99

81086	Nerve Field Quiver - Black/ Purple - LH Pkg.	811314022011	\$109.99
81087	Nerve Field Quiver - Black/ Flo Green - RH Pkg.	811314022028	\$109.99
81088	Nerve Field Quiver - Black/ Flo Green - LH Pkg.	811314022035	\$109.99
81325	Nerve Field Quiver - Black/ Black - RH Pkg.	811314024077	\$109.99
81326	Nerve Field Quiver - Black/ Black - LH Pkg.	811314024084	\$109.99
13221	Mathews Nerve Field Quiver - Blk/Ylw - RH Pkg.	811314021410	\$109.99
13222	Mathews Nerve Field Quiver - Blk/Ylw - LH Pkg.	811314021427	\$109.99
1601046	Mathews Nerve Field Quiver - Black - RH Pkg.	811314021410	\$109.99
1601047	Mathews Nerve Field Quiver - Black - LH Pkg.	811314021427	\$109.99
81364	Elite® Edition Nerve Field Quiver - RH Pkg.	811314024480	\$109.99
81365	Elite® Edition Nerve Field Quiver - LH Pkg.	811314024497	\$109.99
81448	Nerve Field Quiver - PSE Package - RH	811314023926	\$109.99
81449	Nerve Field Quiver - PSE Package - LH	811314023933	\$109.99
YOUTH FIELD QUIVERS & PACKAGES			
81353	Elevation Nerve Field Quiver S3DA RH		\$44.99
81354	Elevation Nerve Field Quiver S3DA LH		\$44.99
81357	Elevation Nerve Field Quiver Package S3DA RH		\$78.49
81358	Elevation Nerve Field Quiver Package S3DA LH		\$78.49
81355	Elevation Pro Release Pouch S3DA		\$13.99
1601059	Nerve Field Quiver - Youth - Black- RH	811314027580	\$44.99
1601060	Nerve Field Quiver - Youth - Black- LH	811314027597	\$44.99
1601062	Nerve Field Quiver - Youth - Black- RH Pkg.	811314027610	\$78.49
1601063	Nerve Field Quiver - Youth - Black- LH Pkg.	811314027627	\$78.49
1601040	Pro Shooters Belt - Youth - Blk/Slvr - 22-36"	811314027337	\$19.99
HIP QUIVERS			
13209	Arrow Tube Silencing Kit - Black (4Pk.)	811314021304	\$2.99
13025	Adrenalin 4-Tube Hip Quiver - Black/ Red RH	811314020062	\$74.99
13026	Adrenalin 4-Tube Hip Quiver - Black/ Red LH	811314020079	\$74.99
13027	Adrenalin 4-Tube Hip Quiver - Black/ Silver RH	811314020086	\$74.99
13029	Adrenalin 4-Tube Hip Quiver - Black/ Blue RH	811314020109	\$74.99
13030	Adrenalin 4-Tube Hip Quiver - Black/ Blue LH	811314020116	\$74.99
13021	Transition 4-Tube Hip Quiver - Black/ Red RH	811314020024	\$44.99
13022	Transition 4-Tube Hip Quiver - Black/ Red LH	811314020031	\$44.99
10316	Transition 4-Tube Hip Quiver - Black/ Silver RH	811314020550	\$44.99
10317	Transition 4-Tube Hip Quiver - Black/ Silver LH	811314020567	\$44.99
10318	Transition 4-Tube Hip Quiver - Black/ Blue RH	811314020574	\$44.99
10319	Transition 4-Tube Hip Quiver - Black/ Blue LH	811314020581	\$44.99
13023	Mathews® Edition Transition Hip Quiver - RH	811314020048	\$49.99
13024	Mathews® Edition Transition Hip Quiver - LH	811314020055	\$49.99
13223	Mathews® Edition Transition Hip Quiver - RH Pkg.	811314021434	\$74.99
13224	Mathews® Edition Transition Hip Quiver - LH Pkg.	811314021441	\$74.99
RELEASE POUCHES			

13164	Core Release Pouch - Black/ Red	811314020857	\$26.99
13165	Core Release Pouch - Black/ Blue	811314020864	\$26.99
13166	Core Release Pouch - Black/ Silver	811314020871	\$26.99
81073	Core Release Pouch - Black/ Orange	811314021885	\$26.99
81074	Core Release Pouch - Black/ Purple	811314021892	\$26.99
81075	Core Release Pouch - Black/ Flo Green	811314021908	\$26.99
81321	Core Release Pouch - Black/ Black	811314024046	\$26.99
13167	Mathews® Edition Core Release Pouch	811314020888	\$29.99
81361	Elite® Edition Core Release Pouch	811314024459	\$29.99
13035	Pro-Pouch - Black/ Red	811314020161	\$15.99
10324	Pro-Pouch - Black/ Silver	811314020642	\$15.99
10326	Pro-Pouch - Black/ Blue	811314020666	\$15.99
81076	Pro-Pouch - Black/ Orange	811314021915	\$15.99
81077	Pro-Pouch - Black/ Purple	811314021922	\$15.99
81078	Pro-Pouch - Black/ Flo Green	811314021939	\$15.99
81322	Pro-Pouch - Black/ Black	811314024053	\$15.99
81079	Mathews® Edition Pro-Pouch	811314021946	\$17.49
81362	Elite® Edition Pro-Pouch	811314024466	\$17.49
81458	Rectrix Pouch - Black/ Black	811314025067	\$36.99
81459	Rectrix Pouch - Black/ Silver	811314025074	\$36.99
81460	Rectrix Pouch - Black/ Red	811314025081	\$36.99
81461	Rectrix Pouch - Black/ Yellow	811314025098	\$36.99
81462	Rectrix Pouch - Black/ Green	811314025104	\$36.99
81463	Rectrix Pouch - Black/ Blue	811314025111	\$36.99
81464	Rectrix Pouch - Black/ Orange	811314025128	\$36.99
81465	Rectrix Pouch - Black/ Purple	811314025135	\$36.99
SHOOTER BELTS			
13034	Pro Shooter's Belt - Black/ Red (28 - 46")	811314020154	\$21.99
10323	Pro Shooter's Belt - Black/ Silver (28 - 46")	811314020635	\$21.99
10325	Pro Shooter's Belt - Black/ Blue (28 - 46")	811314020659	\$21.99
81080	Pro Shooter's Belt - Black/ Orange (28 - 46")	811314021953	\$21.99
81081	Pro Shooter's Belt - Black/ Purple (28 - 46")	811314021960	\$21.99
81082	Pro Shooter's Belt - Black/ Flo Green (28 - 46")	811314021977	\$21.99
81324	Pro Shooter's Belt - Black/ Black (28 - 46")	811314024060	\$21.99
13168	Mathews® Edition Pro Shooter's Belt (28 - 46")	811314020895	\$21.99
81363	Elite® Edition Pro Shooter's Belt (28 - 46")	811314024473	\$21.99
SHOOTER STOOL			
81486	Nest Shooter Stool	811314025272	\$159.99
81571	Shooter Stool Arrow Tubes (Includes Bracket & Hardware)	811314025760	\$39.99
TARGET BOW CASES AND TRAVEL SYSTEMS			
13031	Altitude 40" Bow Case - Black/ Red	811314020123	\$124.99
1601007	Talon 46 DBL Double Bow Case	811314027023	\$174.99

81469	Talon 46 Bow Case	811314025166	\$129.99
81501	Talon 44 Bow Case	811314025395	\$129.99
81731	Jetstream TCS w/ Talon 44 Combo - Black	811314026811	\$419.99
81732	Jetstream TCS w/ Talon 44 Combo - Mathews	811314026828	\$429.99
81153	Altitude 46 TCS - Black*	811314023704	\$324.99
81372	TCS Transit Cover	811314024565	\$45.99
81377	Jetstream - Black/ Red	811314024619	\$319.99
81375	Mathews® Edition Jetstream	811314024596	\$319.99
81373	Jetstream Transit Cover	811314024572	\$39.99
TARGET ACCESSORIES			
1601058	Aero Pocket Quiver	811314027573	\$29.99
1601010	Packable 39" Bow Case/Cover - Grey	811314027054	\$37.99
13209	Arrow Tube Silencing Kit - Black (4Pk.)	811314021304	\$2.99
13210	Archer ID	811314021311	\$4.99
81066	Shooter's Towel	811314021816	\$9.99
81065	Pinnacle Scope Cover - Black	811314021809	\$9.99
81055	Elevation Decal	811314021632	\$4.99
81466	Tour Umbrella	811314025142	\$27.99
TARGET APPAREL			
13065	Elevation Stretch-Fit Cap	885792442012	\$10.99
13066	Elevation Premium Tee - SM	811314020420	\$12.99
13067	Elevation Premium Tee - MD	811314020437	\$12.99
13068	Elevation Premium Tee - LG	811314020444	\$12.99
13069	Elevation Premium Tee - XL	811314020451	\$12.99
13082	Elevation Premium Tee - XXL	811314020468	\$12.99
81050	Elevation Pro Staff Hoody - MD	811314021595	\$39.99
81051	Elevation Pro Staff Hoody - LG	811314021601	\$39.99
81052	Elevation Pro Staff Hoody - XL	811314021618	\$39.99
81053	Elevation Pro Staff Hoody - XXL	811314021625	\$39.99
81059	Elevation Pro Shooter's Jersey - MD	811314021670	\$79.99
81060	Elevation Pro Shooter's Jersey - LG	811314021687	\$79.99
81061	Elevation Pro Shooter's Jersey - XL	811314021694	\$79.99
81062	Elevation Pro Shooter's Jersey - XXL	811314021700	\$79.99
81425	Elevation Trucker Hat - Black/Grey	No UPC	\$27.99
81426	Elevation Tumbler - Black	811314025753	\$19.99
81427	Elevation Flat Brim Hat - Grey	No UPC	\$23.99
HUNT PACKS			
81491	Canopy Tri-Zip 1200 Backpack	811314025296	\$169.49
81494	Emergent 1800 Backpack	811314025326	\$209.99
81493	Lowlands 750 Backpack	811314025319	\$94.99
81492	Forester Lumbar 650 Pack	811314025302	\$129.99
1601050	Canopy Tri-Zip 1200 Backpack (Green/Tan)	811314027429	\$169.49

1601053	Emergent 1800 Backpack (Green/Tan)	811314027450	\$209.99
1601052	Lowlands 750 Backpack (Green/Tan)	811314027443	\$94.99
1601051	Forester Lumbar 650 Pack (Green/Tan)	811314027436	\$129.99
HUNT BOW CASES AND TRAVEL SYSTEMS			
1601002	Hunt V1 Topo 41" Bow Case - Green/Tan	811314026972	\$134.99
1601003	Hunt V1 Mathews 41" Bow Case - Black	811314026989	\$144.99
1601010	Packable 39" Bow Case/Cover - Grey	811314027054	\$37.99
1601061	Mathews VXR 38" Bow Case- Black	811314027603	\$154.99
13032	Altitude 40" Bow Case - Black/ Realtree Xtra® Green	811314020130	\$134.99
13033	Mathews® Altitude 40" Bow Case - Black/ Lost	811314020147	\$139.99
81367	Elite® Edition 40" Bow Case - Black/ Realtree Edge®	811314024510	\$129.99
81374	Suspense Bow Case - Black/ Mossy Oak Break-Up® Country	811314024589	\$179.99
81733	Jetstream TCS w/ Talon 44 Combo - Mossy Oak Break-Up® Country	811314026835	\$419.99
81376	Jetstream - Black/ Mossy Oak Break-Up® Country	811314024602	\$319.99
81732	Jetstream TCS w/ Talon 44 Combo - Mathews	811314026828	\$429.99
81375	Mathews® Edition Jetstream	811314024596	\$319.99
81373	Jetstream Transit Cover	811314024572	\$39.99
HUNT Accessories			
1601000	Quick Release Bow Sling	811314026958	\$34.99
81751	PROTEKT Multi Purpose Weather Proof Pouch	811314026927	\$17.99
HUNT APPAREL			
1601116	Elevation HUNT TOPO TeeGrey Medium	811314028068	\$19.99
1601117	Elevation HUNT TOPO TeeGrey Large	811314028075	\$19.99
1601118	Elevation HUNT TOPO TeeGrey X-Large	811314028082	\$19.99
1601119	Elevation HUNT TOPO TeeGrey 2X-Large	811314028099	\$23.99
1601120	Elevation HUNT TOPO HoodyBlack Medium	811314028105	\$39.99
1601121	Elevation HUNT TOPO HoodyBlack Large	811314028112	\$39.99
1601122	Elevation HUNT TOPO HoodyBlack X-Large	811314027153	\$39.99
1601123	Elevation HUNT TOPO HoodyBlack 2X-Large	811314027269	\$42.99