Victory Archery
1945 Kellogg Ave
Carlsbad, CA 92008

Victory Archery's MINIMUM ADVERTISED PRICE POLICY

EFFECTIVE: 1/1/2026

Victory Archery has been in business for 18 years. We have always believed that the long term health of the archery industry lies in businesses that can properly equip and set up new archers. As we have learned from years of experience, both manufacturing and retail, a new archer who gets set up wrong with equipment will most likely quit the sport. This is clearly a bad situation for the long term health of the archery industry as a whole and something that Victory Archery wants to avoid.

Victory Archery manufactures 100% high end carbon fiber arrows and accessories for the archer wanting a quality product. All of our products are technically advanced from traditional arrows, and the features and performance needed to be explained by a qualified retailer to get the most from their archery equipment is a must. We have found over the years that companies that don't have the staff to adequately explain how our products work end up with a much higher return rate and lower customer satisfaction. Online and mail order companies who focus on low prices don't have the qualified staff to properly educate customers on the features and benefits of our products. To preserve Victory Archery's reputation for providing high quality products and great sales support, Victory Archery must exercise a degree of control over how our products are sold. Therefore, all sales of Victory Archery products will be subject to our **MINIMUM ADVERTISED PRICE** policy. This policy has been unilaterally adopted and will be strictly and uniformly enforced. It may be modified at any time by Victory Archery as we see fit.

The terms of this policy apply to all resellers, and all resellers are expected to communicate and enforce the requirements of this policy to their respective resellers, franchisees, and buyers of Victory Archery products. Failure to comply with this policy by a reseller or a reseller's reseller, franchisee, or buyer shall be treated as a policy violation.

Resellers remain free to establish their own resale prices for all of Victory Archery products. However, if Victory Archery determines to its satisfaction that any Victory Archery product has been offered or listed at a price below the Minimum Advertised Price (MAP) established by Victory Archery, (1) Victory Archery will consider such advertisement a violation of this policy. The MAP of each Victory Archery product is stated on all of Victory Archery's wholesale price lists.

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This policy applies to all advertisements of Victory Archery products via any medium, including, but not limited to, print, internet, radio, television, newspapers, mail order catalogs, or email solicitations. This policy does not apply to products discontinued by Victory Archery. Victory Archery reserves the right to periodically permit resellers to advertise Victory Archery products at prices lower than the MAP.

Victory Archery reserves the right to investigate and make its own independent determination as to whether this policy has been violated. Upon determination to its satisfaction that Victory Archery's policy has been violated, Victory Archery reserves the right, in its unilateral discretion, to take any action with respect to any reseller that violates this policy, including the right to cancel new orders and to refuse to accept any additional orders.

Each reseller of Victory Archery products is free to independently decide whether or not to follow this policy. Victory Archery will not discuss any conditions of acceptance related to this policy, as it is nonnegotiable and will not be altered for any reseller. In addition, Victory Archery does not ask for, nor will it accept, any assurance of compliance with this policy.

Nothing in this policy shall constitute an agreement between Victory Archery and any reseller that the reseller will comply with this policy.

(1) For purposes of determining whether or not a reseller has complied with this policy, the value of any "free" or "discounted" product, coupon, or other item sold or given by the reseller with the Victory Archery product in question will be deducted when calculating the net sales price at which the Victory Archery product has been advertised.