

As of August 1, 2007

**BUTLER SPECIALTY COMPANY**

**Retail Price Advertising Policy**

To maintain the integrity of Butler Specialty Company products, the company has adopted this Retail Price Advertising Policy effective with the date above.

This policy will apply to any and all advertising media including but not limited to newspaper, magazine, radio, television, catalog, internet, etc. and regardless of whether the customer does business from a brick and mortar location and/or through one or more of the mentioned media only.

Our customers may sell Butler products at whatever price they are comfortable with. However, they will be able to advertise or promote those products only at a price equal to or more than the minimum set forth in a Minimum Advertised Retail Price List we will periodically provide. Our customers will be expected to update their advertised prices within a reasonable time period whenever a revised Minimum Advertised Retail Price List is made available and will be required to show specific prices; “call for price” notices will be unacceptable.

Any action with respect to a violation of this policy may include a refusal to accept any purchase orders, cancellation of any unfilled orders, and/or our ceasing to do business with the affected customer. Butler Specialty Company alone will decide who is or is not violating this policy and what action will be taken as a result of its decision.

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