



Internet Sales Policy - 2013

Effective Friday June 28, 2013

The Early Years 2009-2013

For over four years now our company has implemented and followed an Internet Minimum Advertised Price (IMAP) policy in all our dealings with our resellers who sell online. This was developed with the constructive input of some of our most trusted two step distribution partners. While things were small and growing this proved to be a viable model particularly during the early years while we had almost no dealers anywhere.

However, as the demand of our products has grown and as more and more efforts have been directed to setting up regional two step distributors and dealers across the country we have found the IMAP policy to be unmanageable and actually working in opposition to the long term best interests of our valued local dealers.

Supporting Our Local Dealers and Regional Distributors

As a result we have had to look carefully at the long term strategy for how we can best support our dealers and growing our network as this is our preferred path to market for our products. We want to build a great solid well supported physical distribution chain all across the country. Our efforts to reach this goal are hampered by maintaining an unmanageable online selling environment.

Therefore, effective June 28, 2013 we are changing our online reselling policy so that Titan Building Products will be the sole on-line source for our products in the US. This will take some time to phase in as online resellers sell off their remaining inventory. But as of today, no further sales of product to online resellers will be made.

Our distribution partners and our retail dealer locations are supportive of this decision as we know it will improve demand at the store level and help grow our network.



The Future

With a renewed commitment to our distributors and dealers and the continued development of exciting new products and sales materials we are expecting to see continued growth in the months and years to come.

We wish to thank our distributors and dealer partners who have been and continue to be successful selling our products.

A handwritten signature in black ink that reads "Richard Bergman". The signature is fluid and cursive.

Richard Bergman, LLB
President
Titan Building Products