

AR MAGLOCK Dealer Program, Pricing and MAP Policy

Confidential information not for distribution outside the target recipients business

Below is the table of locking kits and pin variants.

You can see the base price of the locking kits bolded. Then the combo price once the customer adds a pin selection.

Products	Part Number / SKU	Retail Price	Dealer Price
Locking Kits			
AR MAGLOCK AR-15 (.223 / 5.56) - Gen 1	LOC-223-Gen1	\$34.95	\$24.81
	No Pin	\$0.00	\$0.00
	Aluminum Pin	\$42.90	\$30.46
	Steel Pin	\$47.90	\$34.01
	Hyperswitch	\$79.90	\$56.73
	Patriot Pin	\$124.90	\$88.68
AR MAGLOCK AR-15 (.223 / 5.56) - Gen 2	LOC-223-Gen2	\$44.95	\$31.91
	No Pin	\$0.00	\$0.00
	Aluminum Pin	\$52.90	\$37.56
	Steel Pin	\$57.90	\$41.11
	Dual Function	\$67.90	\$48.21
	Hyperswitch	\$84.95	\$71.91
	KingPin	\$94.90	\$67.38
	Patriot Pin	\$134.90	\$95.78
AR MAGLOCK AR-15 (.223 / 5.56) - Gen 3	LOC-223-Gen3	\$49.95	\$35.46
	No Pin	\$0.00	\$0.00
	Aluminum Pin	\$57.90	\$41.11
	Steel Pin	\$62.90	\$44.66
	Hyperswitch	\$94.90	\$67.38
	Patriot Pin	\$139.90	\$99.33
AR MAGLOCK AR-15 (.308) - Gen 1	LOC-308-Gen1	\$39.95	\$28.36
	No Pin	\$0.00	\$0.00
	Steel Pin	\$52.90	\$37.56
AR MAGLOCK AR-15 (.22) - Gen 1	LOC-22-Gen1	\$34.95	\$24.81
	No Pin	\$0.00	\$0.00
	Aluminum Pin	\$42.90	\$30.46
	Steel Pin	\$47.90	\$34.01
	Hyperswitch	\$79.90	\$56.73
	Patriot Pin	\$124.90	\$88.68

Pins

Aluminum Tacticool Rear Pin (.223 / 5.56)	PIN-223-Alum	\$7.95	\$5.64
Steel Tacticool Rear Pin (.223 / 5.56)	PIN-223-Steel	\$12.95	\$9.19
Steel Tacticool Rear Pin (.308)	PIN-308-Steel	\$12.95	\$9.19
Dual Function Pin (.223 / 5.56)	PIN-223-DF	\$22.95	\$16.29
Hyperswitch (.223 / 5.56)	PIN-223-Hyper	\$44.95	\$31.91
KingPin (.223 / 5.56)	PIN-223-KP	\$49.95	\$35.46
Patriot Pin (.223 / 5.56)	PIN-223-PP	\$89.95	\$63.86

Product (Other)

BRS Buffer - Minimal Receiver Opening Solution	BRS-223	\$24.95	\$17.71
AR Tether - 3"	TETHER-3"	\$27.95	\$19.84
AR Tether - 5"	TETHER-5"	\$27.95	\$19.84
.308 Wide Receiver Adapter Kit	AdapterKit-308	\$12.95	\$9.19

1. Pins are no longer included in the locking kit purchases. These must be purchased separately in the pull down menus next to the locking kits.
2. Please note, to receive the above dealer pricing you must purchase a minimum of 10 AR MAGLOCK locking kits per order.
3. All orders will be processed via our website, as this automates the entire process and expedites order delivery. Unless otherwise arranged with the AR MAGLOCK, this will be standard procedure.
4. We have updated our Internet listing policy now allowing all distributors to list AR MAGLOCK products on Amazon, Ebay, Armslist, Gun Broker, AR15.com, Guns America, Bidgunner, Gunauction, etc... Feel free to list on any gun related Internet sites, but please adhere to the MAP policy below.
5. Program details, pricing and MAP may be updated and sent periodically as we identify needed parameters. Dealers continued acceptance of the program is assumed unless the participating dealer notifies in writing to AR MAGLOCK they need their login account disabled.
6. Information required to become a dealer are:
 - a. Company name:
 - b. Company website address:
 - c. Preferred account login username (usually company name):
 - d. Contact name:
 - e. Contact email:
 - f. Contact phone:
 - g. CA sales tax ID:

7. Upon receipt of the above information you agree to the program details, pricing and all policies written within, including future updates.
8. Upon receipt of the above information, AR MAGLOCK will create your account and email your credentials for website login. The retailer will need to fill in billing and shipping addresses, credit card and any additional information in their associated account.
9. Helpful marketing tips:
 - a. Install the product on multiple display firearms in your stores. This peaks customer interest and conversation, ultimately leading to the consumer's greater awareness of new laws.
 - b. Take large unit counts of product to gun shows. When the display models get consumer attention, there is almost a viral nature to the buzz about the product being the "new" compliant solution. Retailers will sell huge quantities at the shows.
 - c. Sell the solution already installed on your firearms with a premium markup. The consumer doesn't mind paying the premium for an already "compliant" rifle, right off the shelf or from your Internet site.

Minimum Advertised Price (MAP) Policy Enforcement:

Evolution Concepts, Inc. and AR MAGLOCK unilaterally establishes and enforces at its sole discretion a Minimum Advertised Price ("MAP") policy on all Evolution Concepts, Inc. and AR MAGLOCK products. The MAP policy will apply to all U.S. and Canadian dealers, retailers and distributors. The MAP policy shall work under the following guidelines:

A. MAP for all Evolution Concepts, Inc. and AR MAGLOCK's products shall be no less than the MSRP price listed in the then current Evolution Concepts, Inc. and AR MAGLOCK Price Sheet. This policy ensures that our smaller retailers can continue selling parts on their Internet sites, even when purchasing in smaller quantities than the larger retailers.

An exception to clause "A" exists when running a "special event" sale (i.e. 4th of July, Memorial Day, etc.), the price may be discounted up to 10% of the MAP price listed.

B. The MAP policy applies to all advertisements of Evolution Concepts, Inc. and AR MAGLOCK products in any and all media, including, but not necessarily limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet (including but not limited to Amazon, Ebay, Armslist, Gun Broker, AR15.com, Guns America, Bidgunner, Gunaction, etc.), or similar electronic media, television, radio, and public signage. The MAP policy is not applicable to any physical in-store advertising that is not distributed to the customer.

C. "Bundling" or the inclusion in advertising of free or discounted products (whether made by Evolution Concepts, Inc. and AR MAGLOCK or another manufacturer) with a product covered by the MAP policy would be contrary to the MAP policy if it has the effect of discounting the advertised price of the covered product below the MAP.

D. Pricing listed on an Internet site is considered an “advertised price” and must adhere to the MAP policy. Once the pricing is associated with an actual purchase (an Internet order), the price becomes the selling price and is not bound by this MAP policy. Statements such “we will match any price”, and “call for price” are acceptable.

E. MAP does not establish maximum advertised prices. All dealers, retailers or distributors may offer Evolution Concepts, Inc. and AR MAGLOCK’s security products at any price in excess of the MAP established for such product.

F. Evolution Concepts, Inc. and AR MAGLOCK’s MAP policy does not in any way limit the ability of any dealer, retailers or distributor to advertise that “they have the lowest prices” or, they “will meet or beat any competitors price”, that users of the product should “call for a price” or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.

G. From time to time Evolution Concepts, Inc. and AR MAGLOCK may discontinue models or engage in promotions with respect to certain products or engage in the sale of “close out” products and/or “B stock” inventory. In such events, Evolution Concepts, Inc. and AR MAGLOCK reserves the right to modify or suspend the MAP with respect to the affected products. Evolution Concepts, Inc. and AR MAGLOCK further reserves the right to unilaterally adjust the MAP with respect to all or certain products at its sole discretion.

H. In the event a dealer, retailers or distributor chooses not to follow the MAP policy, sanctions will be unilaterally imposed by Evolution Concepts, Inc. and AR MAGLOCK in its sole discretion. Intentional or repeated failure to abide by this MAP policy may result in termination of dealership or distributorship. In its sole discretion, Evolution Concepts, Inc. and AR MAGLOCK may monitor the advertised price of dealers or distributors, either directly or via the use of third party agencies. Third party agencies retained by Evolution Concepts, Inc. and AR MAGLOCK may engage in monitoring of any advertisements. The Evolution Concepts, Inc. and AR MAGLOCK MAP policy administrator in its sole discretion shall be solely responsible for determining whether a violation of the policy has occurred, communicating decisions to dealers or distributors regarding the policy and receiving any communication regarding sanctions imposed under this MAP policy. Evolution Concepts, Inc. and AR MAGLOCK SALES PERSONNEL OR OTHER EMPLOYEES HAVE NO AUTHORITY TO MODIFY OR GRANT EXCEPTIONS TO THIS POLICY. Therefore, all questions or comments regarding this MAP policy are to be directed to the policy administrator at Evolution Concepts, Inc. and AR MAGLOCK, P.O Box 99134, San Diego, California 92169.

I. This MAP policy has been unilaterally established by Evolution Concepts, Inc. and AR MAGLOCK to help ensure the legacy of Evolution Concepts, Inc. and AR MAGLOCK as a top producer of high performance, high quality, professional products and to protect the reputation of its name and products. The MAP policy is also designed to ensure dealers, retailers and distributors have the incentive to invest resources into services for Evolution Concepts, Inc. and AR MAGLOCK’s customers. Evolution Concepts, Inc. and AR MAGLOCK reserves the right and sole discretion at any time to modify, suspend, discontinue or enforce the MAP policy in whole or in part or designate promotional periods during which the terms of the policy change or designate periods of time during which the policy is not applicable, and no dealer, retailer or distributor has any right to rely on the continued existence of this MAP policy or any effort by Evolution Concepts, Inc. and AR MAGLOCK to enforce it.

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I would like to personally thank you for interest and support of AR MAGLOCK.

Additionally, please feel free at any time to give your feedback regarding new product improvements, new product ideas, program concerns, constructive criticism, anything at all. I am always open to feedback...

Warm regards,
Courtney Harris
AR MAGLOCK
Evolution Concepts, Inc.