



RE: NOTICE TO WINEGARD PRODUCT RESELLERS

WINEGARD Authorized Reseller Program & Unilateral Minimum Advertised Pricing Policy

Effective October 1, 2025, WINEGARD has implemented an Authorized Reseller Program and a Unilateral Minimum Advertised Pricing Policy (UMAP) to ensure the integrity of our brand, protect our valued partners, and enhance the customer experience.

AUTHORIZED RESELLER PROGRAM

To sell WINEGARD products, resellers and distributors must be approved and enrolled in our Authorized Reseller Program. Authorized resellers gain access to:

1. Genuine WINEGARD products with full warranties
2. Exclusive marketing support and product information
3. A trusted partnership with a leading brand

Selling WINEGARD products without authorization may result in enforcement actions, including legal measures and the removal of access to our inventory.

UNILATERAL MINIMUM ADVERTISED PRICING POLICY (UMAP)

In order to successfully compete in the marketplace and to maintain its premium brand image, Winegard has announced this Unilateral Minimum Advertised Price Policy (the "UMAP Policy").

INTERESTED IN BECOMING AN AUTHORIZED RESELLER?

If you are a retailer and would like to apply for our Authorized Reseller Program, please go to the following web address in order to fill out an application: <https://forms.fillout.com/t/7HKAh8ZHKGus>

We appreciate your cooperation in upholding the quality and reputation of the WINEGARD brand.

For questions, please contact us at MAP@WINEGARD.COM.

Thank you for your continued support,

Warm regards,
The WINEGARD Team