



Revised November 5, 2024

**MINIMUM ADVERTISED PRICING (MAP) POLICY FOR DANBY AND SILHOUETTE
BRANDED APPLIANCES**

GENERAL GUIDELINES

Danby Products Inc. has developed a minimum advertised price (MAP) policy on our appliances that applies to both retail and Internet advertised pricing. Our MAP policy has been developed to ensure that our dealer partners achieve maximum value for their products and features. Minimum advertised prices have been developed based on market conditions and product value and will be updated periodically to reflect changes in these conditions.

A MAP schedule accompanies this document that outlines the models that are impacted, and the associated minimum advertised price required. The schedule is subject to be changed or be updated as required by Danby Products, Inc. at any time with 30 days' notice. All Danby dealers are required to strictly adhere to the MAP policy as provided, and violation will occur anytime that an advertised price is below the price identified on the MAP schedule.

The policy applies to all advertisements of applicable Danby and Silhouette appliances by dealers in any and all media, including, without limitation, newspapers, magazines, catalogs, other print media, television, e-mail, internet websites, brochures, any method which uses a web based shopping cart, and other electronic media.

The MAP Policy defines the lowest price authorized to be advertised in order to maintain the product equity. This policy applies to all dealers within the United States. Advertisements that do not comply with Danby's MAP program guidelines will be considered a violation and, without assuming any liability, Danby may issue written notification of failure to follow the Policy and be forced to execute the consequences listed below.

All advertisements that include prices must meet the following requirements in order to be deemed in compliance with Danby's MAP Policy:

1. Dealers cannot advertise any price in violation of said MAP Policy either online or print at any publication including those of any third-party. Third-party includes retailers, price comparison websites, search engines, auction websites, distributors, or any company conducting commerce.
2. A "click for price" button, or any other method on a website intended to solicit potential customers to put the product in a cart that displays a price lower than the MAP guidelines is a violation of the MAP Policy.
3. Free shipping and/or free financing promotions do not violate this MAP Policy as long as the advertised price is not below the MAP price.
4. The MAP Policy shall not apply to the final "Checkout" stage for online purchases. This area of a dealers website are those web pages where:
 - Consumer has acted in a deliberate manner to "go to Checkout" or "make purchase payment", by clicking on buttons designed for such purpose.
 - Consumer's personal information is required, most commonly name, address, or login information that is inclusive of this personal information.

Danby will be enforcing a “zero” tolerance policy to uphold the retail pricing and the integrity of the product line. If any dealer is found to be in violation of the MAP policy, the following will occur:

- **1st Offense** - Where a violation occurs on a specific model(s), Danby will suspend shipments of all MAP products for minimum period of (60) days, effective immediately from the date the violation has occurred.
- **2nd Offense** - Where a 2nd violation occurs on a specific model(s), Danby will suspend shipments of all MAP products for a minimum period of (six) months, effective immediately from the date the violation has occurred.
- **3rd Offense** - Where a 3rd violation occurs on a specific model(s), Danby will suspend shipments of all MAP products for a minimum period of (twelve) months, effective immediately from the date the violation has occurred. In addition, Danby will suspend any merchandising support during the fiscal period in which the violation occurred. Merchandising support can be identified as any or all of the following:
 1. Volume rebates paid directly to the dealer from Danby. Volume rebates paid to national or regional buying groups will be calculated based on removal of volume from any dealer within that buying group who were found to be in violation of MAP policy.
 2. Suspension of merchandising accrual and support, other than volume rebates, which have been negotiated between Danby and the dealer or the associated buying group.
- Danby will not reimburse for any portion of the advertisement in question.
- Before any additional reimbursement is given, Danby will require visual proof of all advertisement where Danby support is requested, for a period of (twelve) months after the date that any violation has been identified.
- Danby will suspend any merchandising support to a Distributor, Retailer, Regional warehouse or other Distribution network who sells or distributes to a dealer when the dealer breaks the MAP policy.
- Exceptions to stated MAP policy would occur only upon approval by associated Danby Products, Inc. personnel or representatives.
- Rebates offered by anyone other than the manufacturer (Danby) cannot be used to reduce the posted MAP price on an applicable sku unless agreed upon by Danby.
- When supplementary promotional items are offered, the value of those items (including free delivery, 10% off sales, free premiums, free financing, gift cards, or other similar offers) may not be stated or implied in the advertisement or netted from the advertised price if the result would be a net price lower than the stated MAP.
- Supplementary promotional items listed above can be advertised only if the resulting net retail price does not break MAP price on the applicable sku.
- **All notices of MAP violations will be in writing only to the dealer and will include a copy of the current Danby MAP Policy, as well as documentation (visual aid) of the offense.**

ADVERTISING GUIDELINES

Dealer advertisements must follow the following guidelines and are subject to approval by Danby Products Inc. Failure to follow these guidelines may result in termination of the dealer's ability to purchase Danby and Silhouette products.

1. All advertisement(s) must include Danby model numbers that are complete or sufficient in Danby's sole and absolute discretion to specifically identify the advertised product(s).
2. Advertisement(s) must display appropriate brand name prominently containing the correct and authorized logo, product imaging, and model number. Display advertisements deliberately depositing or illustrating Danby and Silhouette branded products without brand names fail to meet merchandising principals that emphasize the value and quality of Danby and Silhouette branded products. All advertisements must contain the correct product image corresponding to the model number.

Danby Products Inc. has adopted this Policy to coincide with its independent business strategy and reserves the right to change this MAP Policy and to enforce and otherwise handle all questions and issues related to this MAP Policy. Interpretation and application of this Policy shall be made exclusively by Danby in its sole discretion.

MODEL	DESCRIPTION	MAP
Contemporary Classic Chrome Line All Refrigerators		
DAR110A3MDB	11.0 cu.ft. Contemporary Classic design with chrome trim and badge, all refrigerator, automatic defrost, cool white LED interior lighting, reversible door with hidden hinge, glass shelves, crisper, tall bottle storage, integrated worktop, all black interior, ENERGY STAR®; Midnight Black Metallic	\$999.99
DAR110A3LDB	11.0 cu.ft. Contemporary Classic design with chrome trim and badge, all refrigerator, automatic defrost, cool white LED interior lighting, reversible door with hidden hinge, glass shelves, crisper, tall bottle storage, integrated worktop, all black interior, ENERGY STAR®; Scarlett Red Metallic	\$999.99
Danby 20" Electric and Gas Ranges		
DER20V1W	20" Freestanding Electric Range, easy clean smooth cooking surface, splash back and element indicator light, door with window and interior oven light, top and bottom heating element with thermostat, two oven racks with six adjustable positions	\$549.99
DER20V1B	20" Freestanding Electric Range, easy clean smooth cooking surface, splash back and element indicator light, door with window and interior oven light, top and bottom heating element with thermostat, two oven racks with six adjustable positions	\$549.99
DER20V1BSS	20" Freestanding Electric Range, easy clean smooth cooking surface, splash back and element indicator light, door with window and interior oven light, top and bottom heating element with thermostat, two oven racks with six adjustable positions	\$569.99
DR20V1WGLP	20" Freestanding Gas Range, 1 rapid + 2 semi rapid + 1 auxiliary burners, equipped with splash back, large oven window with interior light.	\$499.99
DR20V1BGLP	20" Freestanding Gas Range, 1 rapid + 2 semi rapid + 1 auxiliary burners, equipped with splash back, large oven window with interior light.	\$499.99
DR20V1BSSGLP	20" Freestanding Gas Range, 1 rapid + 2 semi rapid + 1 auxiliary burners, equipped with splash back, large oven window with interior light.	\$529.99
Danby 24" Electric and Gas Ranges		
DER24V1W	24" Freestanding Electric Range, anit spillage system, 2 oven racks with 6 positions, push and turn safety knobs, oven window, 2 6" burners and 2 8" burners	\$629.99
DER24V1B	24" Freestanding Electric Range, anit spillage system, 2 oven racks with 6 positions, push and turn safety knobs, oven window, 2 6" burners and 2 8" burners	\$629.99
DER24V1BSSGLP	24" Freestanding Electric Range, anit spillage system, 2 oven racks with 6 positions, push and turn safety knobs, oven window, 2 6" burners and 2 8" burners	\$679.99
DR24V1WGLP	24" Freestanding Gas Range, 1 rapid + 2 semi rapid + 1 auxiliary burners, equipped with splash back, 2.36 cu.ft. oven capacity, large oven window with interior light	\$619.99
DR24V1BGLP	24" Freestanding Gas Range, 1 rapid + 2 semi rapid + 1 auxiliary burners, equipped with splash back, 2.36 cu.ft. oven capacity, large oven window with interior light	\$619.99
DR24V1BSSGLP	24" Freestanding Gas Range, 1 rapid + 2 semi rapid + 1 auxiliary burners, equipped with splash back, 2.36 cu.ft. oven capacity, large oven window with interior light	\$629.99
Non Branded Built in Beverage Center		
DBC057D1BSS	5.7 cu.ft. Built in Non Branded beverage center, 126 can and 11 wine bottle capacity, 3 glass shelves with SSL plastic trim, top blue LED lights, 37F - 64F, temperature + door + recall alarm	\$699.99
DBC051D1BSS	5.1 cu.ft. Built in Non Branded French Door beverage center, 60 can and 27 wine bottle capacity, 3 glass shelves with SSL plastic trim on left side, 6 wire shelves with SSL trim on right side, top blue LED lights, 37F-64F left, 41F-64F right, temperature + door + recall alarm	\$749.99
Non Branded Built in Wine Cooler		
DWC057D1BSS	5.7 cu.ft. Built in Non Branded wine cooler, 63 wine bottle capacity, 5 wire shelves with wood trim, top blue LED lights, 41F-64F, temperature + door + recall alarm	\$699.99
Silhouette Wine Coolers		
SWC057D1BSS	50 Wine Bottle Capacity , Active cooling minimizes temperature stratification, New Capacitive touch controls, Blue LED lighting is 50% brighter with two light settings: 50% or 100% illumination for 2 hours, Wave storage cradles wine on bottom shelf, New Handle, Temperature memory, Temp and Door Ajar Alarm	\$1,099.99
Silhouette Beverage Centers		
SBC057D1BSS	138 Beverage Can and 6 Wine Bottle Capacity , Active cooling minimizes temperature stratification, New Capacitive touch controls, Blue LED lighting is 50% brighter with two light settings: 50% or 100% illumination for 2 hours, Wave storage cradles wine on bottom shelf, New Handle, Temperature memory, Temp and Door Ajar Alarm	\$1,099.99
SBC051D1BSS	60 Beverage Can and 27 Wine Bottle Capacity , wave storage cradles wine on bottle shelf, active cooling minimizes temperature stratification, New Capacitive touch controls, Blue LED lighting is 50% brighter with two light settings: 50% or 100% illumination for 2 hours, New Handle, Temperature memory, Temp and Door Ajar Alarm	\$1,299.99

Silhouette Professional Integrated Wine Coolers

SPRWC031D1SS	28 Bottle Integrated Wine Cooler, 15" wide chassis , Low-E tempered glass door, stamped stainless steel door frame with matching towel bar handle, upgraded zero clearance hinge, stainless steel trimmed wood shelves, interior crystal white LED display lighting, reversible door hinge, frost free operation, audible temperature & door ajar alarm, easy remove stainless steel kick plate, electronic thermostat with LED display	\$1,249.99
SPRWC053D1SS	51 Bottle Integrated Wine Cooler , Low-E dual pane argon filled glass door, New pro style handle is 20% longer than previous model, Door lock, 3 adjustable clear glass Pro-glide shelves with anti vibration and 100% extension, Artic White or Azure Blue LED lighting is 50% brighter with two light settings: 50% or 100% illumination for 2 hours, Digital Capacitive touch controls, Temperature memory, Temp and Door Ajar alarm	\$1,699.99
SPRWC052D3SS	Generation 3, Holds up to 51 bottles of wine , 5 wooden shelves with SS204 trim, perimetrical lighting with 4 modes + white & blue, 41F-64F, temperature + door + recall alarm, sabbath mode	\$1,999.99
SPRWC052D3SS-P	Generation 3, Panel Ready! Holds up to 51 bottles of wine , 5 wooden shelves with SS204 trim, perimetrical lighting with 4 modes + white & blue, 41F-64F, temperature + door + recall alarm, sabbath mode	\$1,899.99
SPRWC140D1SS	129 Bottle Integrated Wine Cooler , Low-E dual pane argon filled glass door, towel bar handle - new pro style handle is 20% longer than previous model, door lock, reversible door, electronic display, interior white or blue LED interior lights, temperature alarm, door ajar alarm	\$2,669.99

Silhouette Professional Integrated Beverage Centers

SPRBC031D1SS	Holds 7 bottles of wine and 66 beverage cans, Low E dual pan argon filled glass door, towel bar handle - new pro style handle is 20% longer than previous model, door lock, adjustable glass shelves, reversible door, door lock, door ajar alarm, temperature alarm	\$1,149.99
SPRBC056D1SS	5.6 cu.ft. Capacity Integrated Beverage Center , holds 6 bottles of wine and 126 beverage cans, Low E dual pane argon filled glass door, New pro style handle is 20% longer than previous model, Door lock, 3 adjustable clear glass Pro-glide shelves with anti vibration and 100% extension, Artic White or Azure Blue LED lighting is 50% brighter with two light settings: 50% or 100% illumination for 2 hours, Digital Capacitive touch controls, Temperature memory, Temp and Door Ajar alarm	\$1,599.99
SPRBC052D3SS	Generation 3, Holds up to 147 cans , 3 glass shelves with SS 304 trim, perimetrical strip lighting with 4 modes + white & blue, 34F-50F, temperature + door + recall alarm, sabbath mode	\$1,899.99
SPRBC052D3SS-P	Generation 3, Panel Ready! Holds up to 147 cans , 3 glass shelves with SS 304 trim, perimetrical strip lighting with 4 modes + white & blue, 34F-50F, temperature + door + recall alarm, sabbath mode	\$1,799.99
SPRBC047D1SS	4.7 cu.ft. Capacity Integrated Beverage Center , holds 21 bottles of wine & 61 beverage cans, Low E dual pane argon filled glass french doors, New pro style handle is 20% longer than previous model, Door lock, 3 adjustable clear glass Pro-glide shelves with anti vibration and 100% extension, LED lighting is 50% brighter with two light settings: 50% or 100% illumination for 2 hours, Digital Capacitive touch controls, Temperature memory, Temp and Door Ajar alarm	\$1,699.99
SPRWBC052D3SS	Generation 3, Dual Zone, Holds up to 79 cans and 19 bottles of wine , 2 glass shelves with SS304 trim on top, 1 wooden shelves with SS304 trim on bottom, perimetrical lighting with 4 modes + white and blue, 30F-50F zone 1, 50F-64F zone 2, temperature + door + recall alarm, sabbath mode	\$1,899.99
SPRWBC052D3SS-P	Generation 3, Panel Ready! Dual Zone, Holds up to 79 cans and 19 bottles of wine , 2 glass shelves with SS304 trim on top, 1 wooden shelves with SS304 trim on bottom, perimetrical lighting with 4 modes + white and blue, 30F-50F zone 1, 50F-64F zone 2, temperature + door + recall alarm, sabbath mode	\$1,749.99

Silhouette Professional Integrated Ice Maker

DIM32D2BSSPR	Integrated Ice Maker, 15" wide chassis , internal storage capacity of 25 lbs., produces up to 32 lbs. of clear ice cubes per day, capable of producing three types of ice cubes, redesigned pump and sensor , stainless steel wrapped door with towel bar handle, reversible door hinge, stainless steel kick plate, includes removable ice bucket & scoop, requires direct plumbing	\$1,449.99
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Silhouette Professional Integrated All Refrigerator

SPRAR055D1SS	5.5 cu.ft. Capacity Integrated All Refrigerator , stainless steel wrapped door with towel bar handle, stainless steel trimmed tempered glass shelves, white and blue LED interior lighting, frost free operation, easy remove stainless steel kick plate, electronic thermostat with LED display, audible temperature & door ajar alarm, integrated door storage, ENERGY STAR rated	\$1,699.99
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Silhouette Professional Outdoor Rated All Refrigerator

DAR055D1BSSPRO	5.5 cu.ft. Outdoor Rated All Refrigerator , stainless steel wrapped cabinet and door with matching handle, white trimmed tempered glass shelves, crystal white LED display lighting, frost free operation , easy remove stainless steel kick plate, electronic thermostat with LED display, audible temperature & door ajar alarm , integrated door storage, ENERGY STAR®	\$1,649.99
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Silhouette Professional Outdoor Rated Keg Cooler

DKC055D1SSPRO	5.5 cu.ft. Outdoor Rated Keg Cooler , stainless steel wrapped cabinet and door with matching handle, crystal white LED lighting, frost free operation , easy remove stainless steel kick plate, reversible door hinge, ships with wire shelf, CO2 tank (requires charging), drip tray, guardrail and all hardware, casters included for easy portability	\$12,149.99
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Silhouette Reserve Integrated Wine Coolers

SRVWC050R	Silhouette Reserve branded integrated, under-counter wine cellar , Right hand swing only , frost free fan forced cooling, distinct upper and lower zone for red or white wine storage, holds up to 37 bottles of wine, exterior mounted capacitive touch controls with digital control lock , audible door ajar alarm and Sabbath mode , parametrical LED lighting , full extension ball bearing shelves, Nek bottle prop	\$1,998.99
SRVWC050L	Silhouette Reserve branded integrated, under-counter wine cellar , Left hand swing only , frost free fan forced cooling, distinct upper and lower zone for red or white wine storage, holds up to 37 bottles of wine, exterior mounted capacitive touch controls with digital control lock , audible door ajar alarm and Sabbath mode , parametrical LED lighting , full extension ball bearing shelves, Nek bottle prop	\$1,998.99

Silhouette Reserve Integrated Beverage Centers

SRVBC050R	Silhouette Reserve branded integrated, under-counter fridge , Right hand swing only , frost free fan forced cooling, exterior mounted capacitive touch controls with digital control lock , door ajar alarm and Sabbath mode , parametrical LED lighting , 2 full glass shelves and one half shelf with chrome trim, includes STAK storage system	\$1,998.99
SRVBC050L	Silhouette Reserve branded integrated, under-counter fridge , Left hand swing only , frost free fan forced cooling, exterior mounted capacitive touch controls with digital control lock , door ajar alarm and Sabbath mode , parametrical LED lighting , 2 full glass shelves and one half shelf with chrome trim, includes STAK storage system	\$1,998.99

Silhouette Select Integrated Wine Coolers

SSWC056D1B-S	48 Bottle Integrated Wine Cooler , Low-E tempered glass door with black stainless door trim and handle, black stainless trimmed roller-glide black wire shelves, single temperature zone, interior blue LED display lighting, reversible door hinge, frost free operation , electronic thermostat with LED display, zero-clearance door hinge, audible temperature & door ajar alarm	\$1,399.99
Silhouette Select Integrated Beverage Centers		
SSBC056D3B-S	5.6 cu.ft. Capacity Integrated Beverage Center , holds 6 bottles of wine and 138 beverage cans, Low-E tempered glass door with black stainless door trim and handle, black stainless trimmed black wire shelves, interior blue LED display lighting, reversible door hinge, frost free operation , electronic thermostat with LED display, zero-clearance door hinge, audible temperature & door ajar alarm	\$1,299.99

Prices are subject to change with 30 days notice.

Confidential