TABLE OF CONTENTS

03 WALL HANGING
03. Allure™ Series
04. Allure™ Phantom Series
05. Azure™ Series
06. Azure™ Vertical 38

07 BUILT-IN
07. Cinema™ Log Series
08. Cinema™ Glass Series
09. Ascent™ Electric Series
09. Tranquille 30

10 MANTEL/ENTERTAINMENT PACKAGES
10. Decor Series
11. Essential Series
12. Prestige® Series

12 LOG SETS
12. Woodland™ Series

13 MAP POLICY
### WALL HANGING ELECTRIC FIREPLACES

**Allure™ Series**

**FEATURES**
- Up to 5,000 BTU’s
- 1 Year Warranty
- 1,500 Watts
- Simply Plugs into 120v Outlet
- Can be Hardwired
- Ultra Slim Design
- Flame / Heat Adjustment
- Remote Control
- Orange and Blue or Combined Flame Colour Options
- Adjustable Ember Intensifier
- Paintable Cord Cover
- Can be Fully Recessed into the Wall
- LED Lighting
- Front Vents

---

### STEP 1 - CHOOSE YOUR WALL HANGING ELECTRIC FIREPLACE

<table>
<thead>
<tr>
<th>Product Description</th>
<th>MSRP:</th>
<th>Code:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allure™ 32 Electric Fireplace, Glass Front, Black</td>
<td>$549</td>
<td>NEFL32FH</td>
</tr>
<tr>
<td>Allure™ 42 Electric Fireplace, Glass Front, Black</td>
<td>$749</td>
<td>NEFL42FH</td>
</tr>
<tr>
<td>Allure™ 50 Electric Fireplace, Glass Front, Black</td>
<td>$939</td>
<td>NEFL50FH</td>
</tr>
<tr>
<td>Allure™ 60 Electric Fireplace, Glass Front, Black</td>
<td>$1,139</td>
<td>NEFL60FH</td>
</tr>
<tr>
<td>Allure™ 72 Electric Fireplace, Glass Front, Black</td>
<td>$1,499</td>
<td>NEFL72FH</td>
</tr>
<tr>
<td>Allure™ 100 Electric Fireplace, Glass Front, Black</td>
<td>$1,999</td>
<td>NEFL100FH</td>
</tr>
</tbody>
</table>

### STEP 2 - CHOOSE YOUR ADDITIONAL OPTIONS

<table>
<thead>
<tr>
<th>Product Description</th>
<th>MSRP:</th>
<th>Code:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amber Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGA</td>
</tr>
<tr>
<td>Blue Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGB</td>
</tr>
<tr>
<td>Clear Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGC</td>
</tr>
<tr>
<td>Black Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGK</td>
</tr>
<tr>
<td>Red Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGR</td>
</tr>
<tr>
<td>Topaz Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGT</td>
</tr>
</tbody>
</table>

---

*Included*
- Crystal Clear Cube Ember Bed
- Touch Screen Control Panel
Allure™ Phantom Series

**STEP 1 - CHOOSE YOUR WALL HANGING ELECTRIC FIREPLACE**

<table>
<thead>
<tr>
<th>Product Description</th>
<th>MSRP:</th>
<th>Code:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allure™ Phantom 42 Electric Fireplace, Mesh Screen, Matte Black</td>
<td>$839</td>
<td>NEFL42FH-MT</td>
</tr>
<tr>
<td>Allure™ Phantom 50 Electric Fireplace, Mesh Screen, Matte Black</td>
<td>$1,039</td>
<td>NEFL50FH-MT</td>
</tr>
<tr>
<td>Allure™ Phantom 60 Electric Fireplace, Mesh Screen, Matte Black</td>
<td>$1,239</td>
<td>NEFL60FH-MT</td>
</tr>
</tbody>
</table>

**FEATURES**

- Up to 5,000 BTU's
- 1 Year Warranty
- 1,500 Watts
- Simply Plugs into 120v Outlet
- Can be Hardwired
- Ultra Slim Design
- Flame / Heat Adjustment
- Remote Control
- Orange and Blue or Combined Flame Colour Options
- Adjustable Ember Intensifier
- Paintable Cord Cover
- Can be Fully Recessed into the Wall
- LED Lighting
- Front Vents
- Non Reflective Screen and Front

**STEP 2 - CHOOSE YOUR ADDITIONAL OPTIONS**

<table>
<thead>
<tr>
<th>Product Description</th>
<th>MSRP:</th>
<th>Code:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amber Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGA</td>
</tr>
<tr>
<td>Blue Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGB</td>
</tr>
<tr>
<td>Clear Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGC</td>
</tr>
<tr>
<td>Black Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGK</td>
</tr>
<tr>
<td>Red Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGR</td>
</tr>
<tr>
<td>Topaz Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGT</td>
</tr>
</tbody>
</table>

*Included*

Crystal Clear Cube Ember Bed

Matte Surround + Mesh Screen

*Multi-Colour Flame*, *Blue Flame*, *Orange Flame*
### WALL HANGING ELECTRIC FIREPLACES

#### Azure™ Series

**FEATURES**
- Up to 5,000 BTU's
- 1 Year Warranty
- 1,500 Watts
- Simply Plugs into 120v Outlet
- Can be Hardwired
- Ultra Slim Design
- Flame / Heat Adjustment
- Remote Control
- Orange and Blue or Purple Flame Colour Options
- Paintable Cord Cover
- LED Lighting
- Front Vents

---

#### STEP 1 - CHOOSE YOUR WALL HANGING ELECTRIC FIREPLACE

<table>
<thead>
<tr>
<th>Product Description</th>
<th>MSRP:</th>
<th>Code:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Azure™ 42 Electric Fireplace, Glass Front, Black</td>
<td>$649</td>
<td>EFL42H</td>
</tr>
<tr>
<td>Azure™ 50 Electric Fireplace, Glass Front, Black</td>
<td>$849</td>
<td>EFL50H</td>
</tr>
<tr>
<td>Azure™ 42 Electric Fireplace, Glass Front, Black (No Heater)</td>
<td>$589</td>
<td>EFL42S</td>
</tr>
</tbody>
</table>

#### STEP 2 - CHOOSE YOUR ADDITIONAL OPTIONS

<table>
<thead>
<tr>
<th>Product Description</th>
<th>MSRP:</th>
<th>Code:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amber Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGA</td>
</tr>
<tr>
<td>Blue Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGB</td>
</tr>
<tr>
<td>Clear Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGC</td>
</tr>
<tr>
<td>Black Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGK</td>
</tr>
<tr>
<td>Red Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGR</td>
</tr>
<tr>
<td>Topaz Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGT</td>
</tr>
</tbody>
</table>

Notes: EFL42H Cannot be Recessed, EFL50H Can be Partially Recessed, EFL42S Can be Fully Recessed

---

Crystal Clear Cube Ember Bed

---

![Blue Flame](image1.png)  
![Orange Flame](image2.png)  
![Purple Flame](image3.png)
WALL HANGING ELECTRIC FIREPLACES

Azure™ Vertical 38

STEP 1 - CHOOSE YOUR WALL HANGING ELECTRIC FIREPLACE

<table>
<thead>
<tr>
<th>Product Description</th>
<th>MSRP:</th>
<th>Code:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Azure™ Vertical 38 Electric Fireplace, Curved Glass Front, Black</td>
<td>$499</td>
<td>NEFV38H</td>
</tr>
</tbody>
</table>

STEP 2 - CHOOSE YOUR ADDITIONAL OPTIONS

<table>
<thead>
<tr>
<th>Product Description</th>
<th>MSRP:</th>
<th>Code:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amber Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGA</td>
</tr>
<tr>
<td>Blue Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGB</td>
</tr>
<tr>
<td>Clear Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGC</td>
</tr>
<tr>
<td>Black Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGK</td>
</tr>
<tr>
<td>Red Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGR</td>
</tr>
<tr>
<td>Topaz Glass Embers Media Kit</td>
<td>$110</td>
<td>MKGT</td>
</tr>
</tbody>
</table>

FEATURES

› Up to 5,110 BTU’s
› 1 Year Warranty
› 1,500 Watts
› Simply Plugs into 120v Outlet
› Can be Hardwired
› Ultra Slim Design
› Flame / Heat Adjustment
› Remote Control
› Orange, Blue and Purple Flame Colour Options
› Adjustable Ember Intensifier
› Paintable Cord Cover
› Can be Partially Recessed into the Wall
› LED Lighting
› Bottom Vents
› Back Lit NIGHT LIGHT™

Included

Crystal Clear Cube Ember Bed
STEP 1 - CHOOSE YOUR BUILT-IN ELECTRIC FIREPLACE

<table>
<thead>
<tr>
<th>Product Description</th>
<th>MSRP:</th>
<th>Code:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cinema™ 24 Electric Fireplace, Glass Front, Powder Coated Black Finish</td>
<td>$420</td>
<td>NEFB24H-3A</td>
</tr>
<tr>
<td>Cinema™ 27 Electric Fireplace, Glass Front, Powder Coated Black Finish</td>
<td>$520</td>
<td>NEFB27H-3A</td>
</tr>
<tr>
<td>Cinema™ 29 Electric Fireplace, Glass Front, Powder Coated Black Finish</td>
<td>$620</td>
<td>NEFB29H-3A</td>
</tr>
</tbody>
</table>

FEATURES

› Up to 5,000 BTU’s
› 1 Year Warranty
› Minimalistic Frame
› Remote Control with Timer Feature
› Heat Circulating Fan
› Realistic Log Set with Glowing Embers
› Flame / Heat Adjustment
› Adjustable Charcoal Ember Intensifier
› Can be Hardwired
› Realistic Orange Flame Pattern
› Can be used as an Insert or with a Mantel
› Side Brick Detail (29” Only)
› Whisper Quiet™

STEP 2 - CHOOSE YOUR ADDITIONAL OPTIONS

<table>
<thead>
<tr>
<th>Product Description</th>
<th>MSRP:</th>
<th>Code:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three or Four Piece Trim Kit (for 24” Unit)</td>
<td>$139</td>
<td>NEFT24BLK</td>
</tr>
<tr>
<td>Three or Four Piece Trim Kit (for 27” Unit)</td>
<td>$149</td>
<td>NEFT27BLK</td>
</tr>
<tr>
<td>Three or Four Piece Trim Kit (for 29” Unit)</td>
<td>$159</td>
<td>NEFT29BLK</td>
</tr>
</tbody>
</table>

NIGHT LIGHT™
(With Cinema™ 27 + 29)
**Cinema™ Built-in Glass Series**

**BUILT-IN ELECTRIC FIREPLACES**

**STEP 1 - CHOOSE YOUR BUILT-IN ELECTRIC FIREPLACE**

<table>
<thead>
<tr>
<th>Product Description</th>
<th>MSRP:</th>
<th>Code:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cinema™ Glass 24 Electric Fireplace, Glass Front, Powder Coated Black Finish</td>
<td>$420</td>
<td>NEFB24HG-3A</td>
</tr>
<tr>
<td>Cinema™ Glass 27 Electric Fireplace, Glass Front, Powder Coated Black Finish</td>
<td>$520</td>
<td>NEFB27HG-3A</td>
</tr>
<tr>
<td>Cinema™ Glass 29 Electric Fireplace, Glass Front, Powder Coated Black Finish</td>
<td>$620</td>
<td>NEFB29HG-3A</td>
</tr>
</tbody>
</table>

**FEATURES**

- Up to 5,000 BTU’s
- 1 Year Warranty
- Minimalistic Frame
- Remote Control with Timer Feature
- Heat Circulating Fan
- Topaz CRYSTALINE™ Ember Bed
- Flame / Heat Adjustment
- Adjustable Charcoal Ember Intensifier
- Can be Hardwired
- Realistic Orange Flame Pattern
- Can be used as an Insert or with a Mantel
- Whisper Quiet™

**NIGHT LIGHT™ Included**

**STEP 2 - CHOOSE YOUR ADDITIONAL OPTIONS**

<table>
<thead>
<tr>
<th>Product Description</th>
<th>MSRP:</th>
<th>Code:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three or Four Piece Trim Kit (for 24” Unit)</td>
<td>$139</td>
<td>NEFT24BLK</td>
</tr>
<tr>
<td>Three or Four Piece Trim Kit (for 27” Unit)</td>
<td>$149</td>
<td>NEFT27BLK</td>
</tr>
<tr>
<td>Three or Four Piece Trim Kit (for 29” Unit)</td>
<td>$159</td>
<td>NEFT29BLK</td>
</tr>
</tbody>
</table>
CHOOSE YOUR BUILT-IN ELECTRIC FIREPLACE

**Product Description**

<table>
<thead>
<tr>
<th>Model</th>
<th>MSRP</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ascent™ Electric 33 Fireplace</td>
<td>$1,099</td>
<td>NEFB33H</td>
</tr>
<tr>
<td>Ascent™ Electric 40 Fireplace</td>
<td>$1,399</td>
<td>NEFB40H</td>
</tr>
</tbody>
</table>

**FEATURES**

- Up to 9,000 BTU's
- Heat Circulating Fan
- Realistic Log Set with Glowing Embers
- Flame / Heat Adjustment
- Can be used as an Insert or with Mantel
- Whisper Quiet™
- Can be Hardwired 110v / 220v

Tranquille 30

**CHOOSE YOUR BUILT-IN ELECTRIC FIREPLACE**

<table>
<thead>
<tr>
<th>Model</th>
<th>MSRP</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tranquille 30 Electric Fireplace</td>
<td>$799</td>
<td>NEFB30GL</td>
</tr>
</tbody>
</table>

**FEATURES**

- Up to 5,000 BTU's
- Heat Circulating Fan
- Flame / Heat Adjustment
- Thermostat
- Whisper Quiet™
- ULTRA BRIGHT™ LED NIGHT LIGHT™
- Easy Installation
ELECTRIC FIREPLACE MANTEL/ENTERTAINMENT PACKAGES

Decor Series

CHOOSE YOUR MANTEL/ENTERTAINMENT PACKAGE

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Receiving Code</th>
<th>Order Code</th>
<th>MSRP</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Aden Mantel Package, includes Ascent™ Electric 40</td>
<td>NEFB40H + NEFM40-0714C</td>
<td>NEFP40-0714C</td>
<td>$1,779</td>
</tr>
<tr>
<td>The Taylor Mantel Package, includes Ascent™ Electric 33</td>
<td>NEFB33H + NEFM33-0214W</td>
<td>NEFP33-0214W</td>
<td>$1,349</td>
</tr>
<tr>
<td>The Colbert Mantel Package, includes Ascent™ Electric 33</td>
<td>NEFB33H + NEFE33-0614AM</td>
<td>NEFP33-0614AM</td>
<td>$1,779</td>
</tr>
<tr>
<td>The Monroe Mantel Package, includes Ascent™ Electric 33</td>
<td>NEFB33H + NEFM33-0314BW</td>
<td>NEFP33-0314BW</td>
<td>$1,559</td>
</tr>
<tr>
<td>The Harlow Mantel Package, includes Ascent™ Electric 33</td>
<td>NEFB33H + NEFM33-0114M</td>
<td>NEFP33-0114M</td>
<td>$1,559</td>
</tr>
</tbody>
</table>

Note: Decor Mantel Packages are shipped in two boxes

THE ADEN
› Cherry Wood Finish
› Black Granite Styled Surround
› Pedestal Base
› Hand Carved Wood Columns
› Dentil Accent Moulding

THE TAYLOR
› White Finish
› Black Slate Styled Surround
› Pedestal Base
› Dentil Accent Moulding
› Decorative Keystone

THE COLBERT
› Antique Mahogany Finish
› Pedestal Base
› Interior Accent LED Lights
› Soft Close Doors & Drawers
› Media Compartments
› Wooden Rope Molding Detail

THE MONROE
› Burnished Walnut Finish
› Black Slate Styled Surround
› Pedestal Base
› Hand Carved Wood Columns

THE HARLOW
› Mahogany Finish
› Black Slate Styled Surround
› Pedestal Base
› Dentil Accent Moulding
› Decorative Keystone
ELECTRIC FIREPLACE MANTEL/ENTERTAINMENT PACKAGES

Essential Series

CHOOSE YOUR MANTEL/ENTERTAINMENTPACKAGES

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Receiving Code</th>
<th>Order Code</th>
<th>MSRP</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Braxton Mantel Package, includes Cinema™ 29</td>
<td>NEFB29H-3A + NEFM29-1215BW</td>
<td>NEFP29-1215BW</td>
<td>$949</td>
</tr>
<tr>
<td>The Canterbury Mantel Package, includes Cinema™ 29</td>
<td>NEFB29H-3A + NEFE29-1415E</td>
<td>NEFP29-1415E</td>
<td>$1,049</td>
</tr>
<tr>
<td>The Anya Mantel Package, includes Cinema™ Glass 27</td>
<td>NEFB27HG-3A + NEFE27-3116B</td>
<td>NEFP27-3116B</td>
<td>$1,259</td>
</tr>
<tr>
<td>The Adele Mantel Package, includes Cinema™ 27</td>
<td>NEFB27H-3A + NEFE27-0815W</td>
<td>NEFP27-0815W</td>
<td>$949</td>
</tr>
<tr>
<td>The Foley Mantel Package, includes Cinema™ Glass 27</td>
<td>NEFB27HG-3A + NEFE27-1015B</td>
<td>NEFP27-1015B</td>
<td>$1,050</td>
</tr>
<tr>
<td>The Crawford Mantel Package, includes Cinema™ Glass 27</td>
<td>NEFB27HG-3A + NEFE27-1116B</td>
<td>NEFP27-1116B</td>
<td>$1,199</td>
</tr>
<tr>
<td>The Whitney Mantel Package, includes Cinema™ Glass 24</td>
<td>NEFB24HG-3A + NEFE24-0516GRW</td>
<td>NEFP24-0516GRW</td>
<td>$1,299</td>
</tr>
<tr>
<td>The Bailey Mantel Package, includes Cinema™ 24</td>
<td>NEFCP24-0116E</td>
<td>NEFCP24-0116E</td>
<td>$749</td>
</tr>
</tbody>
</table>

Note: Essential Mantel Packages are shipped in two boxes (Except The Bailey)

THE BRAXTON
- Burnished Walnut Finish
- Pedestal Base
- Black Granite Styled Surround
- Hardwood Decorative Columns
- Convenient Hidden Compartments

THE CANTEBURY
- Espresso Walnut Finish
- Inlay with Diamond Cut Top
- Decorative Hardware
- Media Compartment
- Decorative Side Columns

THE ANYA
- Glossy Black Finish
- Smoked Glass Top
- Media Compartment
- Curved Smoked Glass Doors
- Modern Design

THE ADELE
- White Finish
- Contemporary Design
- Decorative Glass Doors
- Glass Shelves
- Media Compartment

THE FOLEY
- Semi Gloss Black Finish
- Smoked Glass Top
- Smoked Glass Doors
- Brushed Aluminum Accent Posts
- Modern Design

THE CRAWFORD
- Gloss Black Finish
- Motion Sensor LED Lights
- Media Compartment
- Decorative Glass Doors
- Contemporary Design

THE WHITNEY
- Deep Grey Wash Finish
- Glass Top
- Media Compartment
- Luxurious Handles
- Modern Design

THE BAILEY
- Espresso Walnut Finish
- Pedestal Base
- Hardwood Decorative Columns
- Classic Detailing
- Converts to Corner Unit
ELECTRIC FIREPLACE MANTEL/ENTERTAINMENT PACKAGES

Prestige® Series

**CHOOSE YOUR ENTERTAINMENT PACKAGES**

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Receiving Code</th>
<th>Order Code</th>
<th>MSRP</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Alanis Mantel Package, includes Allure™ 42 Phantom</td>
<td>NEFL42FH-MT + NEFE42-1815B</td>
<td>NEFP42-1815B</td>
<td>$1,359</td>
</tr>
<tr>
<td>The Shelton Mantel Package, includes Allure™ 42 Phantom</td>
<td>NEFL42FH-MT + NEFE42-1715BW</td>
<td>NEFP42-1715BW</td>
<td>$1,259</td>
</tr>
</tbody>
</table>

Note: Prestige® Mantel Packages are shipped in two boxes

**THE ALANIS**
- Black Finish
- Silver Accent Drawers
- Media Compartments
- Framed Glass Door
- Contemporary Design

**THE SHELTON**
- Mahogany Finish
- Glass Top and Shelves
- Motion Sensor LED Lights
- Media Compartments
- Pedestal Base

---

ELECTRIC LOG SETS

Woodland™ Series

**CHOOSE YOUR ELECTRIC LOG SET**

<table>
<thead>
<tr>
<th>Product Description</th>
<th>MSRP</th>
<th>Code:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woodland™ 18 Electric Log Set</td>
<td>$420</td>
<td>NEFI18H</td>
</tr>
<tr>
<td>Woodland™ 24 Electric Log Set</td>
<td>$520</td>
<td>NEFI24H</td>
</tr>
<tr>
<td>Woodland™ 27 Electric Log Set</td>
<td>$620</td>
<td>NEFI27H</td>
</tr>
</tbody>
</table>

**FEATURES**
- Up to 5,000 BTU's
- Hand Painted Resin Log Set
- LED Lights
- Flame / Heat Adjustment
- Safe to Touch
- Can be Hardwired
- Remote Control

Woodland™ 18 Log Set

Woodland™ 24 Log Set

Woodland™ 27 Log Set
Dealer Minimum Advertised Price (MAP) Policy

Summary Document

**DISCLAIMER:**

This document is only a SUMMARY of the Napoleon Minimum Advertised Price (MAP) Policy. The MAP Policy is located in the MyNapoleon Dealer Portal or it can be requested directly from the MAP Policy Administrator.

The Minimum Advertised Price (MAP) for all Napoleon products shall be no less than the Manufacturer’s Suggested Retail Price (MSRP)

**MINIMUM ADVERTISED PRICE POLICY APPLIES TO:**

- All forms of trade, public and consumer advertising, including the internet
- All dealers / retailers that sell direct to consumers
- All dealers in Canada and the United States
- All Wolf Steel Brands
- All Napoleon Products listed in current Price Books

**A RESELLER WILL VIOLATE THE MAP POLICY BY:**

- Advertising a price that is lower than the relevant MSRP/MAP
- Advertising a percentage reduction from a reference price that results in a price lower than the relevant MSRP/MAP
- Using such website features, but not inclusive to, as ‘click for price’, automated pricing emails, automated price displays that show price lower than MSRP/MAP
- Using website statements such as, but not inclusive to, ‘25% Off’, ‘email for best price’
- Bundling the Company’s products that are lower than the sum of each MAP for the relevant product
- Using strike-through or other alteration of the advertised text that indicates a price lower than MSRP/MAP
- Advertising on classified and auction websites (such as Kijiji.com) and marketplace websites Walmart.com and Sears.com. Advertising on Ebay.com and Ebay.ca is approved for Authorized Online Resellers Only, which is published on our websites.

**EXCLUSIONS:**

- This Policy only sets forth suggested advertised prices and does not apply to the price at which the products are sold or offered for sale
- Offering ‘free shipping’ and ‘free financing’ by the Reseller is allowed at point of sale of Napoleon products
- Website discounts applied at checkout to the entire order based on consumer loyalty/history with Reseller, such as discounts for ‘frequent shoppers’ is acceptable
- Products marked in the Price Books, as ‘Going Obsolete’ or ‘While Supplies Last’ is not applicable to the Policy
Dealer Minimum Advertised Price (MAP) Policy

**ENFORCEMENT:**

1st Violation: A first violation will have occurred when the Dealer violates the Policy for the first time in a 12-month period. The Dealer will have **24 hours to comply with the MAP Policy** from the date of the notification before the infraction is considered a second (2nd) violation.

2nd Violation: A second violation will have occurred when the Dealer violates the Policy within a 12-month period from the date of the 1st violation. The Dealer will have **24 hours to comply with the MAP Policy** from the date of the 2nd notification before the infraction is considered a third (3rd) violation.

A second violation will result in:

- Ineligibility to participate in Napoleon advertising and sales promotions for the period the violation remains uncorrected
- Loss of access to any discounts, coop or rebates offered by Napoleon for the period the violation remains uncorrected
- Removal from all Napoleon website dealer locators for the period the violation remains uncorrected

3rd Violation: A third violation will have occurred when the Reseller violates the Policy within a 12-month period from the date of the 1st violation. The Dealer will have **24 hours to comply with the MAP Policy** from the date of the 3rd notification before the infraction is considered a fourth (4th) violation.

A third violation will result in:

- Loss of any discounts, coop or rebates offered by Napoleon for a period of 12 months
- Limited access to some or all of Napoleon’s products until the dealer has remedied
- Being added to the Do-Not-Sell list for some or all of Napoleon’s products until dealer has remedied

4th Violation: A fourth violation will have occurred when the Dealer violates the Policy within a 12-month period from the date of the 1st violation.

A fourth violation will result in:

- Limited access to some or all of Napoleon’s products for an indefinite period
- Being added to Napoleon’s Do-Not-Sell list for an indefinite period

Napoleon’s sales personnel, representatives or Dealers (including distributors and wholesalers) have no authority to modify or grant exceptions to the MAP policy.

All questions and comments regarding the Policy should be directed to the ‘Policy Administrator’. The Policy Administrator shall be responsible for determining whether a violation of this policy has occurred.

The MAP Policy Administrator
24 Napoleon Road
Barrie, Ontario
L4M 0G8
Canada
Email: MapPolicy@napoleonproducts.com