

NOTICE TO RESELLERS & DISTRIBUTORS

RCBS Authorized Seller Program & Unilateral Pricing Policy

Effective **02/01/2025**, **RCBS** has implemented an **Authorized Seller Program** and a **Unilateral Pricing Policy (UPP)** to ensure the integrity of our brand, protect our valued partners, and enhance the customer experience.

AUTHORIZED SELLER PROGRAM

To sell **RCBS** products, resellers and distributors must be approved and enrolled in our **Authorized Seller Program**. Authorized sellers gain access to genuine **RCBS** products with full warranties as well as a trusted partnership with a leading brand.

Selling **RCBS** products without authorization may result in enforcement actions, including legal measures and removing access to our inventory.

UNILATERAL PRICING POLICY (UPP)

To ensure fair competition and maintain the value of our brand, **RCBS** has adopted a **Unilateral Pricing Policy (UPP)**. This policy establishes minimum advertised pricing (MAP) and ensures consistent pricing across all sales channels. Any reseller found violating this policy may face loss of authorization and other corrective actions.

INTERESTED IN BECOMING AN AUTHORIZED SELLER?

If you are a retailer or distributor and would like to apply for our **Authorized Seller Program**, please download the application form from our website, complete it, and send it back to us as an attachment to the email address compliance@RCBS.com.

We appreciate your cooperation in upholding the quality and reputation of **RCBS**.

For more information, please visit our website **RCBS.com** or contact our support team at compliance@RCBS.com.

Thank you for your continued support.