



A DIVISION OF THE SPECIALTY MFG. CO.

Paradise Pool Products (“Paradise”) is committed to maintaining the integrity, quality, and value of our brand and products. To protect our brand’s reputation, support our authorized dealers, and ensure a fair and consistent marketplace, Paradise has established this Unilateral Internet Minimum Advertised Price (IMAP) Policy. This policy applies to all authorized dealers, distributors, and retailers (“Dealers”) advertising or selling Paradise Pool Products online in the United States.

The purpose of this IMAP Policy is to prevent the devaluation of Paradise Pool Products through unauthorized advertising practices that could harm the brand’s reputation, diminish customer trust, or undermine the efforts of our Dealers. By maintaining consistent advertised pricing, we aim to promote fair competition and protect the long-term value of our products.

This IMAP Policy applies to all advertisements of Paradise Pool Products in any media, including but not limited to websites, online marketplaces, social media platforms, email marketing, print advertisements, and other publicly accessible promotional materials. This policy does not apply to in-store pricing, private negotiations, or the final sale price agreed upon between a Dealer and a customer.

IMAP Policy Guidelines: Paradise Pool Products will establish and periodically update a list of IMAP prices for all covered products. Dealers will be notified of these prices and any updates via email. Dealers may not advertise Paradise Pool Products at a price below the established IMAP, whether as a standalone price, bundled offer, or through the use of discounts, rebates, or promotions that result in an advertised price below the IMAP. For example, if the IMAP for a product is \$100, advertising it as “\$90 plus \$5 shipping” or “Buy one, get 50% off the second” resulting in an effective price below \$100 is prohibited.

Covered Products: This policy applies to all Paradise Pool Products designated as “IMAP Products” in the current IMAP price list provided to Dealers. Products not listed in the IMAP price list are not subject to this policy unless otherwise specified by Paradise Products.

Product Name	IMAP Price
Paradise Spa Vac™	\$69.99
Paradise M-3000 Pool Sentry	\$89.99
Paradise Scumbug™ +	\$13.99
Paradise Scumbug™ 2 pack	\$14.99



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Compliance: Advertisements must clearly display prices at or above the IMAP for each covered product. Terms such as “call for price,” “click for lower price,” or similar phrases that imply a price below IMAP are prohibited. Dealers may not use automated pricing tools or algorithms that result in advertised prices below the IMAP. Free shipping, free accessories, or other incentives may be offered, provided the advertised price of the IMAP Product remains at or above the IMAP.

Exclusions: This policy does not restrict the final sale price of Paradise Pool Products. Dealers are free to sell products at any price, provided the advertised price complies with the IMAP. In-store displays, private communications with customers (e.g., emails or phone calls), and point-of-sale pricing are not subject to this policy.

Enforcement: Paradise Pool Products will monitor compliance with this IMAP Policy through regular reviews of online and offline advertisements. Violations of this policy may result in consequences, including but not limited to: Written warnings for first-time violations. Temporary suspension of Dealer authorization to sell Paradise Pool Products. Termination of Dealer status for repeated or egregious violations. Paradise reserves the right to take unilateral action without prior notice to enforce this policy.

Policy Updates: Paradise Pool Products may revise this IMAP Policy or the IMAP price list at any time. Dealers will be notified of changes via email. Continued sale or advertisement of Paradise Pool Products after notification of updates constitutes acceptance of the revised policy. Contact Information: For questions, clarifications, or to report suspected violations of this IMAP Policy, please contact:

This IMAP Policy is unilaterally enforced by Paradise Pool Products. Paradise does not seek agreement from Dealers regarding advertised prices, nor will it engage in negotiations regarding this policy. Compliance with this policy is a condition of maintaining authorized Dealer status.

Paradise Pool Products reserves the right to modify, suspend, or terminate this IMAP Policy at its sole discretion. This policy does not constitute a contract or agreement between Paradise and its Dealers. Dealers are responsible for ensuring their advertising practices comply with all applicable laws and regulations.

