

## BENQ AMERICA CORP. MINIMUM ADVERTISED PRICING POLICY

COVERING - BENQ BRAND -

BenQ America Corp. ("BenQ") is committed to providing high quality, premium projection equipment. BenQ believes it is important that its resellers provide skilled, professional assistance in demonstrating, explaining, selecting and purchasing BenQ products. Accordingly, BenQ recognizes that its resellers must earn sufficient profits to provide those services. BenQ has determined that advertising its products at prices below certain levels undermines BenQ's trade reputation, image, and marketing strategy as a premium supplier of equipment and also makes it less likely for resellers to carry BenQ products or yield desired profits.

BenQ has therefore determined that it will not supply BenQ products to any reseller which advertises those products at a price less than BenQ's set minimum advertised price ("MAP") shown on the attached schedule, as updated periodically by BenQ.

Furthermore, advertising that in any way suggests or implies a price lower than the minimum advertised price will be considered in violation of this policy. Effectively, policy violations occur whenever advertised prices are below MAP including without limitation through advertised rebates, package pricing or discounts, and storewide and/or department-wide sales and discounts.

This action is BenQ's corporate decision and responsibility. No employee or sales representative of BenQ has any authority to discuss or modify this policy. Any action of any person that purports to circumvent this policy, or to solicit or obtain the agreement of any person to circumvent BenQ's policy, is unauthorized and invalid. Any questions about this policy should be directed in writing to the BenQ Legal Dept. No oral communications about this policy are authorized.

BenQ America Corp.

The BenQ logo is located in the bottom right corner of the page. It consists of the word "BenQ" in a bold, black, sans-serif font. The letter "Q" is stylized with a small square cutout at the bottom right.

Starin  
 1531 South Calumet Rd.  
 Chesterton, IN 46304

Re: Resellers in Violation of BenQ America Corp.'s ("BenQ")  
 Minimum Advertised Price policy ("MAP")

Dear Bill Mulin:

Please note the resellers listed below are not eligible to purchase BenQ products or participate in BenQ reseller programs, promotions and incentives. The ineligibility applies to all shipments made after date(s) indicated below.

Sales by Distributors to ineligible resellers after the applicable ineligibility date will not accrue credits towards any BenQ programs including without limitation Co-op and VIR and any claims made in connection with sales and transactions with these resellers after the ineligibility date will not be honored.

<u>Ineligible Reseller</u>	<u>Web site</u>	<u>City</u>	<u>State</u>	<u>Ineligible Date(s)</u>
ZyloNet Systems, Inc. ▪ DBA Plasmabay	<a href="http://www.plasmabay.com">http://www.plasmabay.com</a>	Redbank	NJ	10/01/04
PlasmaHouse.com ▪ DBA DrProjector.com	<a href="http://www.plasmahouse.com">http://www.plasmahouse.com</a> <a href="http://www.drprojector.com">http://www.drprojector.com</a>	Brooklyn	NY	10/01/04
▪ DBA DrPlasma.com	<a href="http://www.drplasma.com">http://www.drplasma.com</a>	Brooklyn	NY	10/01/04
▪ DBA PlasmaWholesale.com	<a href="http://www.plasmawholesale.com">http://www.plasmawholesale.com</a>	Brooklyn	NY	10/01/04
Compu America ▪ DBA Computer Superstore	<a href="http://www.compu-america.com">http://www.compu-america.com</a>	Culver City	CA	10/01/04
LA Computer Center ▪ DBA The Comp Limited, Llc.	<a href="http://www.lacc.com">http://www.lacc.com</a>	Inglewood	CA	10/01/04
Infinity Micro Computer	<a href="http://www.infinity-micro.com">http://www.infinity-micro.com</a>	Los Angeles	CA	10/01/04
Notebookforless.com	<a href="http://www.notebookforless.com">http://www.notebookforless.com</a>	Culver City	CA	10/01/04
Digital Plaza, Inc. ▪ DBA Bestbuypcs.com	<a href="http://www.bestbuypcs.com">http://www.bestbuypcs.com</a>	Abington	PA	10/01/04
Skynet Communications Corp. ▪ DBA LCDTVs.com	<a href="http://www.lcdtvs.com">http://www.lcdtvs.com</a>	New York	NY	10/01/04
▪ DBA BestBuyPlasma.com	<a href="http://www.bestbuyplasma.com">http://www.bestbuyplasma.com</a>	Brooklyn	NY	10/01/04
Chumbo Corporation ▪ DBA Microgistix, Inc.	<a href="http://www.chumbo.com">http://www.chumbo.com</a>	Minneapolis	MN	10/01/04
▪ DBA The Point Group				
Trio International, Inc. ▪ TrioComputers.com	<a href="http://triointernational.com">http://triointernational.com</a> <a href="http://www.triocomputers.com">http://www.triocomputers.com</a>	New York New York	NY NY	10/01/04 10/01/04

**BenQ**

National Imaging Computer Electronics				
▪ DBA Nice Electronics	<a href="http://www.niceelectronics.com">http://www.niceelectronics.com</a>	Brooklyn	NY	10/01/04
▪ DBA Electrodiscounts	<a href="http://www.electrodiscounts.com">http://www.electrodiscounts.com</a>	Brooklyn	NY	10/01/04
▪ DBA Nice Computer & Video, Inc.				
Mwave.com	<a href="http://www.mwave.com">http://www.mwave.com</a>	Walnut	CA	10/01/04
▪ DBA CLT Computers, Inc.				
▪ DBA Multiwave Technology, Inc.				
▪ DBA Multiwave Direct				
PlanetDTV.com, Inc.	<a href="http://www.planetdtv.com">http://www.planetdtv.com</a>	Huntington Beach	CA	11/01/04
▪ DBA PlasmaStands.com	<a href="http://www.plasmastands.com">http://www.plasmastands.com</a>	Huntington Beach	CA	11/01/04
▪ DBA Digital Caveman	<a href="http://www.plasmaplanet.com">http://www.plasmaplanet.com</a>	Huntington Beach	CA	11/01/04
▪ DBA PlasmaCity.com	<a href="http://www.plasmacity.com">http://www.plasmacity.com</a>	Deerfield Beach	FL	11/01/04
Foto Connection	<a href="http://www.fotoconnection.com">http://www.fotoconnection.com</a>	Great Neck	NY	11/01/04
▪ DBA Inoax.com	<a href="http://www.inoax.com">http://www.inoax.com</a>	Brooklyn	NY	11/01/04
Broadway Photo, Llc.	<a href="http://www.bwayphoto.com">http://www.bwayphoto.com</a>	Brooklyn	NY	11/01/04
▪ DBA A&M Photo World, Llc.	<a href="http://www.amphotoworld.com">http://www.amphotoworld.com</a>	Brooklyn	NY	11/01/04
▪ DBA Digital Liquidators, Llc.	<a href="http://www.digitalliquidators.com">http://www.digitalliquidators.com</a>	Brooklyn	NY	11/01/04
PlasmaKings.com	<a href="http://www.plasmakings.com">http://www.plasmakings.com</a>	New York	NY	11/01/04
▪ DBA Price Mad	<a href="http://www.pricemad.com">http://www.pricemad.com</a>	New York	NY	11/01/04
▪ DBA PC Video Online	<a href="http://www.pcvideoonline.com">http://www.pcvideoonline.com</a>	New York	NY	11/01/04
Lets Go Digital	<a href="http://www.lgdsuperstore.com">http://www.lgdsuperstore.com</a>	Brooklyn	NY	11/01/04
▪ DBA Dealznet	<a href="http://www.dealznet.com">http://www.dealznet.com</a>	Brooklyn	NY	11/01/04
▪ DBA HypeAudio	<a href="http://www.hypeaudio.com">http://www.hypeaudio.com</a>	Brooklyn	NY	11/01/04
▪ DBA PricesRite	<a href="http://www.pricesrite.com">http://www.pricesrite.com</a>	Brooklyn	NY	11/01/04
▪ DBA Ideal AV	<a href="http://www.idealav.com">http://www.idealav.com</a>	Brooklyn	NY	11/01/04
EZSystems	<a href="http://www.ezsystems.com">http://www.ezsystems.com</a>	Santa Ana	CA	11/01/04
Wells Digital	<a href="http://www.wellsdigital.com">http://www.wellsdigital.com</a>	Claymont	DE	11/01/04
Big On Digital, Inc.	<a href="http://www.bigondigi.com">http://www.bigondigi.com</a>	Brooklyn	NY	11/01/04
▪ DBA E-Digital Plaza				
▪ DBA Mr. Nice Guy Ca				
Abes Camera and Electronics (Abes of Maine)	<a href="http://www.abesofmaine.com">http://www.abesofmaine.com</a>	Brooklyn	NY	02/01/05
▪ DBA Family Photo & Video	<a href="http://www.familyphotoandvideo.com">http://www.familyphotoandvideo.com</a>	Brooklyn	NY	02/01/05
▪ DBA Cameras and Electronics	<a href="http://www.camerasandelectronics.com">http://www.camerasandelectronics.com</a>	Brooklyn	NY	02/01/05
▪ DBA Abe's Electronic Center, Inc.				
Page Computer, Inc. (Page Computers)	<a href="http://www.pagecomputers.com">http://www.pagecomputers.com</a>	Los Angeles	CA	02/01/05
Digital Craze / Uncle Stereo, Inc.	<a href="http://www.digitalcraze.com">http://www.digitalcraze.com</a>	Carteret	NJ	02/01/05
▪ DBA PalmBeachDigital.com	<a href="http://www.palmbeachdigital.com">http://www.palmbeachdigital.com</a>	Carteret	NJ	02/01/05
▪ DBA New York Wholesale Audio Video				

Provanage Corporation	<a href="http://www.provanage.com">http://www.provanage.com</a>	North Canton	OH	02/01/05
Monarch Technology, Inc.	<a href="http://www.Monarchtechnology.com">http://www.Monarchtechnology.com</a>	San Clemente	CA	02/01/05
RadixGear, Llc.	<a href="http://www.radixgear.com">http://www.radixgear.com</a>	Alpharetta	GA	02/01/05
Libi Industries, Ltd.	<a href="http://www.libi.com">http://www.libi.com</a>	Lake Success	NY	02/01/05
Colamco Corp.	<a href="http://www.colamco.com">http://www.colamco.com</a>	Longwood	FL	02/01/05
TechOnWeb.com	<a href="http://www.techonweb.com">http://www.techonweb.com</a>	Dallas	TX	02/01/05
Electrified Discounters	<a href="http://www.electrified.com">http://www.electrified.com</a>	Hamden	CT	03/01/05
A Matter of Fax, Inc.	<a href="http://www.amatteroffax.com">http://www.amatteroffax.com</a>	Harrison	NJ	03/01/05

Thank you for your support.

Sincerely,



Mark Donnelly  
Vice President, Sales

**BenQ**