



MIZUNO USA INC

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MIZUNO USA INC GOLF DIVISION POLICY REGARDING NEW PRODUCTS EFFECTIVE DATE - 11/11/2024

Professional and amateur golfers in the United States and abroad enjoy the premium golf products developed by Mizuno USA, Inc. (“Mizuno”) as part of Mizuno’s unflagging passion toward excellence and constant product improvement. From the first graphite shaft to the first titanium club to the first forged metal wood to the first composite/titanium woods, the successful introduction of new products has kept Mizuno at the leading edge of the golf products marketplace.

These new product innovations and their promotion reflect large investments that Mizuno has made and continues to make in research, development, education, customer support, marketing, promoting and advertising in order to translate these innovations into a superior experience for the consumer. While our existing products, their promotion, and our support of customers of existing products reflect our ongoing commitment to provide the highest quality products and our support of the goodwill, brands and customer satisfaction pertaining to existing products, this policy focuses on new golf products because of their unique position as yet untried and unknown members of the Mizuno-brand family of products.

The success of new golf products depends not only on our objectives of technical innovation and superior-quality product improvements, but also on spectacular customer service, on informing and enthusing customers to understand and embrace new products and enjoy new product experiences unsurpassed in our industry. Providing new product experiences includes personnel of Mizuno’s authorized accounts inspiring and motivating new product customers through Mizuno’s premium-brand image, promotional materials, and knowledgeable personnel providing spectacular customer service. Mizuno takes a team approach in creating a customer’s premium-brand experience with each team member contributing premium effort, values, innovation and service. A premium price will further that premium-brand experience, whereas a sub-premium price would improperly imply sub-premium products and quality. Not only will Mizuno’s objectives serve and stimulate our customers and the premium quality of our brand, but they will enable Mizuno and its authorized accounts better to focus on and engage in interbrand competition and to maintain adequate stocks of goods for demonstration, display and sale.

A. Policy Established

To help achieve Mizuno’s aspirations and objectives for new golf products, Mizuno has unilaterally established this policy regarding new products (“Policy”). It is Mizuno’s Policy to do business only with

Mizuno employees, authorized accounts, product developers, promoters, and others having responsibility for new Mizuno brand golf products who:

1. Convey Mizuno's premium brand image.
2. Do not disparage other brands.
3. Provide spectacular customer service.
4. Follow all laws.
5. Do not "bait and switch."
6. Do not sell below new product prices published by Mizuno.
7. Promote new golf products enthusiastically.

B. Applicability of Policy

This policy does not apply to what are commonly referred to as "Mill River Plans," and to military green grass pro shops on sale to military personnel only.

C. Modifications to Policy

Mizuno may change published prices in its sole discretion from time to time upon notice, without limitation, for local, regional or national promotions.

D. Unilateral Policy

This Policy is a unilateral statement by Mizuno. It does not constitute an offer subject to acceptance and it forms no part of any contractual relationship. This Policy does not constitute a contract, an offer to form a contract, or any part of any mutual understanding. Rather, this Policy describes the terms under which Mizuno chooses, in its sole business judgment and discretion, to develop, market, promote and sell its new golf products. Mizuno does not seek, and will not accept, any acceptance, offer or agreement to comply with this Policy. No Mizuno personnel are authorized to make any exception to or waiver of this section.

E. Sole Contact

Except for the person designated to monitor the email address identified below, Mizuno personnel will not have any contact, written or oral, with non-Mizuno personnel about this Policy, and will neither seek nor receive any offer or statement of willingness by anyone to comply with this Policy. All inquiries and other communications regarding this Policy should be directed to the following and only to the following: mpi@mizunousa.com.

F. Accounts

Mizuno does not discuss and will not discuss any retail account or seller with any other account or seller. Mizuno, in its sole discretion, may investigate inquiries, concerns and questions received, but typically does not send a response concerning such concerns or questions.

G. Modifications and Superseded Versions

Mizuno reserves the right to change or discontinue this Policy at any time, and no person has any expectation or right to rely on the continued existence of this Policy or Mizuno's enforcement of the Policy. This Policy and Mizuno's advertised price policy supersedes the "Mizuno Golf Division New Product Introduction, Advertising and Internet Policy" and any other policies on the subject matter hereof.

Attachment A Effective
November 11, 2024
(Hardgoods)

BOLD TYPE SIGNIFIES NEW PRODUCTS AND/OR NEW NPIP AND MAP PRICING (SEE EFFECTIVE DATES BELOW)

CATEGORY	MODEL	MAKEUP	NPIP A (1)	MAP A (2)
IRONS	Mizuno Pro 241 Steel or Graphite	Per Iron	\$200.00	
	Mizuno Pro 243 Steel or Graphite	Per Iron	\$200.00	
	Mizuno Pro 245 Steel or Graphite	Per Iron	\$200.00	
	JPX 925 Hot Metal Steel or Graphite	Per Iron	\$150.00	
	JPX 925 Hot Metal Pro Steel or Graphite	Per Iron	\$150.00	
	JPX 925 Hot Metal HL Steel or Graphite	Per Iron	\$150.00	
	JPX 923 Hot Metal Steel or Graphite	Per Iron		\$112.50
	JPX 923 Hot Metal Pro Steel or Graphite	Per Iron		\$112.50
	JPX 923 Hot Metal HL Steel or Graphite	Per Iron		\$112.50
	JPX 923 Tour Steel or Graphite	Per Iron		\$125.00
	JPX 923 Forged Steel or Graphite	Per Iron		\$125.00
WOODS	ST-MAX Driver	Each		\$299.99
	ST-G (440 cc) Driver	Each		\$349.99
	ST-Z / ST-X 230 Driver	Each		\$299.99
	ST-MAX Fairway Wood	Each		\$179.99
	ST-G Ti Fairway Wood	Each		\$249.99
	ST-Z 230 Fairway Wood	Each		\$179.99
UTILITIES	ST-MAX Hybrid	Each		\$159.99
	ST-Z 230 Hybrid	Each		\$159.99
	Mizuno Pro '24 Fli Hi	Each	\$249.95	
	JPX 925 Fli Hi	Each	\$150.00	
WEDGES	Mizuno T24 Wedges (Soft Satin, Denim Copper, Blue Ion)	Each		\$129.99
	Mizuno S23 Wedges (White Satin, Copper Cobalt)	Each		\$99.99
PUTTERS	Mizuno M-Craft Series Putters (Type I - VI)	Each		\$199.99
	Mizuno M-Craft OMOI Putters (Type 01 - 06)	Each		\$299.99

- 1) NPIPA period lasts from November 11, 2024 - January 31, 2025
- 2) MAP A period lasts from November 11, 2024 - January 31, 2025

Attachment B
 Effective November 11, 2024
 (Softgoods)

BOLD TYPE SIGNIFIES NEW PRODUCTS AND/OR NEW NPIP AND MAP PRICING (SEE EFFECTIVE DATES BELOW)

CATEGORY	MODEL	MAKEUP	MAP B (1)
GOLF BAGS (2)	Mizuno K1-L0 Lightweight Stand - 240249	Each	\$219.99 or Call
	Mizuno BR-D4 Stand Bag - 240261	Each	\$249.99 or Call
	Mizuno BR-DX Stand Bag - 240262	Each	\$279.99 or Call
	Mizuno BR-D4C Cart Bag - 240263	Each	\$279.99 or Call
	Mizuno BR-D3 Stand Bag - 240267	Each	\$199.99 or Call
	Mizuno BR-D3C Cart Bag - 240266	Each	\$199.99 or Call
GOLF GLOVES (2)	Mizuno Tour - 230198	Each	\$24.99 or Call
	Mizuno Elite - 230197/230205	Each	\$15.99 or Call
	Mizuno Comp - 230199/230200	Each	\$10.99 or Call
	Mizuno Rain Fit - 230185	Pair	\$22.99 or Call
	Mizuno Therma Grip - 230186	Pair	\$22.99 or Call
GOLF BALLS	RB Tour Golf Ball - 280015	Dozen	\$34.99 or Call
	RB Tour X Golf Ball - 280016	Dozen	\$34.99 or Call
	RB Max Golf Ball - 280017 (3)	Dozen	\$29.99 or Call
	RB 566 Golf Ball - 280018 (3)	Dozen	\$21.99 or Call

- 1) MAP B period lasts from November 11, 2024 - January 31, 2025
- 2) MAP Holiday Period #1 - November 18, 2024 - December 31, 2024 - Products in bold parentheses (2) are not subject to MAP restrictions within this time period only: (GOLF BAGS, GOLF GLOVES)
- 3) RB Max/566 Golf Ball Program - November 11, 2024 - January 31, 2025
 - a) MAP Compliant Advertisement of the Program: During Program dates, it will not be a MAP Violation for an account to advertise, offer for sale, and/or sell a free package of a dozen of the Eligible Products (2) to purchasers of two dozen of the Eligible Products (2).
 - b) Eligible Products sold as a single dozen are subject to MAP B guidelines