



Anti-Trust Reminder

In bringing together various segments of the turf and ornamental industry, circumstances and situations could arise where conduct and conversation could slip into illegal activity. To protect you and this organization, ITODA has taken extensive precautions. Each participant in this meeting has signed a form acknowledging that he/she has read the ITODA "Antitrust Compliance Policy and Guidelines" and is prepared to abide by them. It is the personal responsibility of each member to act in a manner consistent with the nation's antitrust laws. Should you have concerns during the Meeting, please feel free to raise the issue at any time with a member of the ITODA leadership. The list below gives at-a-glance some items that you should watch for during your discussions here.

- Don't say or write anything you would not want to disclose in court.
- Don't talk about or otherwise communicate with your competitors on the subject of:
 - price or cost
 - production capacities
 - credit standards
 - marketing strategies
 - market share
 - customer or supplier classification
 - sales territories
 - sales policies
- Don't send price lists to your competitor.
- Don't price in order to destroy a competitor.
- Don't attempt to tell your customer at what price, where, or to whom he must resell your products.
- Avoid price increases to a customer in the same amount as the customer increases his resale prices above your suggested figures.
- If any communication is received from a customer that incorrectly suggests that any company representative has been "policing" or "enforcing" the customer's resale prices, promptly report it to your counsel.
- Don't require a customer to buy a particular product or product line only from you.
- Don't make either sales or purchases conditional on the other party's making reciprocal purchases from or sales to your own company.
- Don't disparage competitors' products - sell positively (but do not overstate your company's market power or market share).
- Don't indulge in the mistaken assumption that American antitrust laws are inapplicable to conduct that happens overseas.
- Do send to your home office all correspondence from a competitor that touches any competitively sensitive area (same applies to phone calls or personal meetings).
- Do deal honestly, directly and fairly with all customers and suppliers.
- Do try to conduct yourself so that you can always be in a position truthfully to testify that you have never
 - discussed purchases with a competitor
 - engaged in any other type of conduct forbidden by the antitrust laws

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