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**FOR IMMEDIATE RELEASE**

**Panaracer will institute a Minimum Advertised Price (MAP) price policy for 2015 and beyond beginning on February 9th, 2015. The policy and can be found on your favorite Panaracer distributors MAP and manufacturer policy web site page or by contacting your Panaracer distributor or Panaracer directly.**

**It's Panaracer's responsibility to ensure that its brand and products are not relegated to the “permanent sale” or “commodity bin” on the Internet and that top shelf IBD’s, like your shop, continue to sell, service and promote the brand.**

**It is Panaracer’s goal to fully implement its 2015 MAP policy as quickly as possible to continue to make Panaracer a brand that IBD’s desire to sell and service. We can achieve this with your help and cooperation. We will be monitoring the effectiveness of this program as it progresses and may make changes as we see a need. Please contact us at 510-538-9099 or PanaracerMAP@gmail.com directly with any questions or concerns and we thank you in advance for your help in this very important matter.**