

AlcoHAWK®

Advertising and Marketing Guidelines

Introduction

Reseller advertising and marketing materials are appropriate to inform consumers of the features and operation of AlcoHAWK breath alcohol testers available. Reseller advertising and marketing may also persuade adult consumers to purchase a particular breath alcohol tester and maintain customer loyalty.

Resellers should employ their utmost discretion in advertising and marketing AlcoHAWK products, and should be guided by the following basic principles which serve as an overview of the Guidelines:

- AlcoHAWK breath alcohol tester advertising should not suggest, directly or indirectly, that any of the laws applicable to the sale and use of alcohol not be complied with.
- Resellers should adhere to contemporary standards of good taste applicable to all commercial advertising and consistent with the medium or context in which the advertising appears.
- Advertising themes, creative aspects, and placements should reflect the fact that AlcoHAWK products are used for responsible alcohol consumption.
- Resellers strongly oppose abuse or inappropriate use of AlcoHAWK products.
- Resellers should implement the following AlcoHAWK social responsibility messages in advertising and marketing materials:
 - DO NOT drink and drive.
 - There is NO safe level of alcohol. No one should operate a motor vehicle with any level of alcohol in their body.
 - Always designate a sober driver when consuming alcohol.

Guidelines

These guidelines apply to all AlcoHAWK reseller advertising and marketing materials, including internet and cyberspace media.

1. Responsible Advertising & Marketing

- a. AlcoHAWK advertising and marketing materials should portray AlcoHAWK products in a responsible manner:
 - i. AlcoHAWK advertising and marketing materials should not portray, encourage, or condone drunk driving.
 - ii. Although AlcoHAWK advertising and marketing materials may show alcohol being consumed (where permitted by media standards), advertising and marketing materials should not depict situations where alcohol is being consumed rapidly, excessively, involuntarily, as part of a drinking game, or as a result of a dare.
 - iii. Retail outlets where AlcoHAWK products are sold portrayed in advertising should not be depicted as unkempt or unmanaged.
- b. AlcoHAWK advertising and marketing materials should not make the following exaggerated product representations:
 - i. AlcoHAWK advertising and marketing materials should not convey the impression that the product has special or unique qualities if in fact it does not.

- ii. AlcoHAWK advertising and marketing materials should make no scientifically unsubstantiated health claims.
- c. AlcoHAWK advertising and marketing materials should not employ religion or religious themes.
- d. AlcoHAWK advertising and marketing materials should not disparage competing breath alcohol tester brands.
 - i. Comparisons or claims distinguishing competing breath alcohol testers should be factual.
 - ii. AlcoHAWK advertising and marketing should never suggest that competing breath alcohol testers utilize objectionable technology.

2. Drinking & Driving

Resellers should seek to discourage drinking and driving through observing the following principles:

- a. Drinking and driving is illegal, always dangerous and often deadly.
- b. AlcoHAWK marketing and advertising pieces should never condone the operation of machinery, driving or activities requiring heavy concentration before or while consuming alcohol.

3. DUI & DWI Language

- a. AlcoHAWK advertising and marketing materials should not convey or give the impression that use of the product will aide in avoiding a DUI or DWI charge.

4. FDA Language

- a. AlcoHAWK advertising and marketing materials should **NOT** display the following language:
 - i. "FDA Approved"
 - ii. "FDA Cleared"
- b. AlcoHAWK advertising and marketing materials may use the following language when applicable to the specific AlcoHAWK product:
 - i. "Has obtained FDA 510(k) pre-market clearance"

5. Use of Images

- a. AlcoHAWK advertising and marketing materials should not contain language or images that are lewd or indecent in the context presented and the medium in which the material appears.
- b. AlcoHAWK advertising and marketing materials may contain romantic or flirtatious interactions, but should not portray sexually explicit activity as a result of using the product.
- c. AlcoHAWK advertising and marketing materials should not contain graphic nudity.

6. Use of the AlcoHAWK Logo and Brand Name

- a. The AlcoHAWK logo and brand name may be used in advertising and marketing materials directly related to promoting AlcoHAWK branded products or services only.
- b. The AlcoHAWK logo and brand name should not be used to promote competitor products or services.

7. AlcoHAWK Advertising and Marketing Compliance

- a. All ad copy must be approved by Q3 Innovations (manufacturer of the AlcoHAWK product line) prior to publication.
- b. Failure to submit advertising and marketing materials for approval may result in the termination of the reseller agreement and pricing structure.