

LCD TV ASSOCIATION

ANTITRUST GUIDELINES

The LCD TV Association (“Association”) intends to operate in compliance with the antitrust laws of the United States and, as applicable, the antitrust laws of the states within the United States and the antitrust/competition laws of other countries (generally, "Antitrust Laws").

The Antitrust Laws are intended to preserve and promote free, fair and open competition. This competition benefits consumers and companies which are innovative and efficient. Trade associations perform many useful and lawful functions, but they present inherent antitrust dangers because of their nature as organizations of competing concerns. A violation of the Antitrust Laws can have serious consequences for the Association and for its members. Accordingly, the Association hereby issues the following guidelines for itself and its members, as guidance in connection with participation in Association activities.

The purpose of these guidelines is to assist the Association, its employees and members not only to avoid violations of antitrust law, but to prevent any appearance of violation. One of LCD TV Association’s primary purposes is to increase efficiencies within the LCD TV industry, and to encourage innovative practices. Accordingly, all Association members should understand that the Association cannot tolerate or condone any activities or agreements that have the purpose and effect of disadvantaging competitors in the LCD TV industry, whether or not they participate in the Association. Likewise, the Association cannot tolerate any activities or agreements that have the purpose or effect of raising the costs of doing business in the LCD TV industry or of discouraging innovative practices.

Any person conducting or holding an Association meeting of any kind, should be made aware of the guidelines and furnished a copy thereof at least once a year.

1. The activities of the Association are not intended to restrain competition or to harm consumers. The purpose of the Association is to promote competition and to benefit consumers.
2. Neither the Association nor any of its committees or activities shall be used for the purpose of bringing about or attempting to bring about any understanding or agreement, written or oral, formal or informal, express or implied, between and among competitors with regard to their prices, terms or conditions of sale, distribution, volume of production, territories, customers, or credit terms.
3. In connection with membership or participation in the Association, there shall be no discussion, communication, agreement or disclosure among members which are actual or potential competitors, regarding their prices, discounts or terms or conditions of sale or licensing of products or services, pricing methods, profits,

profit margins or cost data, production plans, market shares, sales territories or markets, allocation of territories or customers, or any limitation on the timing, cost or volume of their research, production or sales.

4. No Association activity or communication shall include any discussion which might be construed as an agreement or understanding to refrain from purchasing or selling any equipment or services or other products from any supplier, distributor or retailer.
5. Each member of the Association is obligated and required to exercise its independent business judgment in pricing its services or products, dealing with its customers and suppliers, and choosing the markets in which it will compete.
6. No activity or communication of the Association or any of its members, in connection with their participation in the Association, shall include any discussion or statement which could reasonably be construed as an agreement or understanding among members to refrain, or to encourage other members to refrain, from purchasing any raw materials, product, equipment, services or other supplies from any supplier or from dealing with any supplier.
7. No activity or communication of the Association, or that of members in connection with their participation in the Association, shall include any discussion which could reasonably be construed as an attempt to prevent any person or business entity from gaining access to any market or customer for goods and services, or to prevent any business entity from obtaining a supply of goods or services or otherwise purchasing goods or services freely in the market. (This paragraph is not intended to preclude a member from asserting its intellectual property rights.)
8. No applicant for membership, which meets the qualifications for membership, shall be denied membership for any anti-competitive purpose. No member shall be excluded from a working group of the Association for an anti-competitive reason.
9. The Association shall not exclude competitors from membership or restrict members from dealing with non-members or limit access to information developed by the Association, unless such limitation is firmly grounded upon the need to protect trade secrets.
10. To the extent that the Association develops, promulgates, approves, or adopts proposed standards or specifications, adherence to such proposed standards or specifications shall be voluntary on the part of its members, and shall in no way be compelled or coerced by the Association or any committee or member thereof, it being solely a voluntary and unilateral decision on the part of the particular member or members as to whether to adhere to or comply with any such proposed standard or specification.

11. Any specifications which may be developed, promulgated, approved, or adopted by the Association in order to effectuate its purposes shall be based upon relevant considerations, and shall not be based upon any effort, intention, or purpose to unreasonably reduce or eliminate competition in the sale, supply and furnishing of products and services.
12. Neither the Association nor any committee thereof shall impose sanctions for the violation of, nor shall they enforce compliance with, standards or specifications developed, promulgated, approved, or adopted by the Association, except that the Association may condition use of its trademark on compliance with standards developed to regulate the use of and to protect such mark. The Association reserves the right to take appropriate action against any person or entity which engages in false or misleading advertising regarding use of or compliance with trademark specifications.
13. No person is authorized to make an official or a public statement on behalf of the Association regarding whether a particular product complies or does not comply with an LCD TV specification, unless such authority is specifically conferred in writing by the Board of Directors.
14. In conducting any meeting of the Association, the membership, or any committee, the Chair or Secretary of each such meeting shall prepare and follow a formal agenda. Minutes of all such meetings shall be maintained, accurately reflecting the subjects discussed and action taken at such meetings.
15. During the course of the activities of the Association, no member will disclose any information to any other member that is not reasonably related to the purposes of the Association.
16. The Association and each member, in connection with the activities of the Association, shall use its best reasonable efforts to comply in all respects with the Antitrust Laws.
17. These Guidelines are conservative and intended to promote compliance with the Antitrust Laws, not to create duties or obligations beyond what the Antitrust Laws actually require. In the event of inconsistency between these Guidelines and the Antitrust Laws, the Antitrust Laws shall control.
18. All members and participants in the Association shall receive a copy of these Guidelines, initially via posting on the website. All members and participants shall agree to abide by these Guidelines in conjunction with their participation in this Association.