



137 Leo Taylor Lane
Ball Ground, GA 30107

Dear Valued Customer,

Since 1982, LAT Apparel® has offered the highest-quality blank products for men, women, teens, kids, babies, and even dogs. We focus on incredible selection, exceptional quality and superior fit.

We recognize the time and resource investment our quality partners make to deliver an extraordinary customer experience. To protect **your** investment and the LAT Apparel® family of brands reputation, LAT Apparel® has unilaterally established a **Minimum Advertised Price Policy (“MAP Policy”) effective April 1, 2017.**

Why is this MAP policy being established? It’s simple; resellers who use sales practices that promote LAT Apparel® products primarily based on price degrade the image of LAT Apparel® brands. This practice can be detrimental to our reseller’s service and support efforts and diminish the return on our resellers investments.

Such activities are harmful to LAT Apparel® family of brands, reputation and competitiveness, and allow some resellers to take advantage of the service and support efforts of others by simply using advertised price as the only means to promote our products.

This MAP policy prohibits resellers from advertising LAT Apparel® products below a specific price designated by LAT Apparel®. This established MAP policy will allow resellers to earn profits necessary to maintain the high level of customer service that allows the extraordinary customer experience our customers have come to expect from our resellers.

If you have any questions regarding the MAP Policy, please contact customer service at service@latapparel.com or by calling 1-800-414-5650.

FAMILY OF BRANDS



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