



137 Leo Taylor Lane
Ball Ground, GA 30107

Minimum Advertised Price Policy

Effective April 1, 2017, a Minimum Advertised Price (“MAP”) policy will be in effect for all LAT Apparel® brands: LAT®, Rabbit Skins®, Code Five®, SubliVie® and Doggie Skins®. International accounts must reflect the MAP policy with pricing that is converted into the local currency.

LAT Apparel® invests a significant amount of time and assets to build brands that have strong consumer recognition and a high perceived value. Our MAP policy is intended to promote and maintain brand loyalty and to build customer care expectations when consumers purchase LAT Apparel® brands directly from our resellers (YOU!). The failure by any LAT Apparel® reseller to adhere to the established Minimum Advertised Price (MAP) policy can reduce or detract from the overall value of LAT Apparel® brands and products. Therefore, if LAT Apparel® or a LAT Apparel® Distributor agrees to allow your company to sell our products, you will need to abide by the following requirements. LAT Apparel® will terminate the supply of product if advertised prices are below the attached MAP prices.

The MAP policy requirements are:

- 1) The Minimum Advertised Price for any LAT Apparel® product shall not be less than Minimum Advertised Price on attached MAP price list. MAP pricing is established solely by LAT Apparel® and may be adjusted by LAT Apparel® at its sole discretion. Bundled product must also comply with MAP pricing and will be in violation if the effective or stated price represents a discount.
- 2) The MAP policy applies to all advertisements of LAT Apparel® products in any and all media, including but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, Internet, Internet landing pages, comparison ads, paid search ads, or similar electronic media, television, radio, and public signage.
- 3) The MAP policy applies only to advertising and does not in any way limit a reseller’s right to set its own prices. Resellers are free to and should establish their own pricing.
- 4) MAP does not establish maximum advertised prices. All resellers may offer LAT Apparel® products at any price in excess of the MAP.
- 5) Reseller agrees to hold all trademarks of LAT Apparel® as the property of LAT Apparel® and use advertising materials provided by LAT Apparel® in an authorized manner only.
- 6) LAT Apparel® monitors the advertised prices of resellers, either directly or via the use of 3rd party agencies or tools. Intentional or repeated failure to abide by this policy will result in termination of reseller rights and violators will be placed on a *Do Not Sell* list that is published to distributors and resellers. LAT Apparel® does not intend to do business with resellers who degrade the image of LAT Apparel® and its products.
- 7) The decision by LAT Apparel® to institute this MAP policy is unilateral and does not constitute an agreement with any other person. LAT Apparel® does not seek the approval or the agreement of compliance of any distributor or reseller.

LAT Apparel® believes this policy will ensure your success as a reseller of our products by supporting the image of the LAT Apparel® Brands in the marketplace. LAT Apparel® reserves the right to modify or discontinue this policy at any time.

FAMILY OF BRANDS



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