

Minimum Advertised Pricing Policy

Effective October 15, 2016, a Minimum Advertised Price (MAP) on all Planet Dog products will be in effect. International accounts must reflect pricing as translated into their local currency.

Planet Dog has been building a premium brand with strong recognition since 1997. By not adhering to the established Minimum Advertised Price (MAP) a retailer can have a dramatic effect on diminishing or detracting from the perceived value of the Planet Dog brand and its products. The internet, with its worldwide impact, can cause great harm to any companies' products, if they are advertised at prices that will eliminate any legitimate retail competition. Our MAP pricing policy is intended for consumers to purchase from other retailers based on loyalty and customer care expectations. Therefore, if Planet Dog agrees to allow your company to sell its products, you will need to agree and abide by the following requirements and restrictions.

The MAP policy shall work under the following guidelines:

- 1) The Minimum Advertised Price for any PDOG product shall not be less than the current Manufacturer's Suggested Retail Price (MSRP) as published on the PDOG price sheet. MAP pricing is established by PDOG and may be adjusted by PDOG at its sole discretion.
- 2) The MAP for all PDOG products shall be no more than the MSRP provided in the Planet Dog Price Sheet.
- 3) The MAP policy applies to all advertisements of PDOG products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio, and public signage.
- 4) The MAP policy is not applicable to: 1) Any in-store advertising that is displayed only in the store and not distributed to any customer(s) outside of their store. 2) Any email newsletters sent to your customer database.
- 5) The inclusion in advertising of free or discounted products (whether made by PDOG or another manufacturer) with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.
- 6) If pricing is displayed in other than a brick and mortar retail store, any strike-through or other alteration of the Minimum Advertised Price is prohibited.
- 7) MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the retailer's retail location or over the telephone.

- 8) MAP does not establish maximum advertised prices. All retailers may offer PDOG products at any price in excess of the MAP.
- 9) Retailer agrees to hold all trademarks and copyrights of Planet Dog as the property of Planet Dog and use advertising materials provided by Planet Dog in an authorized manner only.
- 10) Intentional or repeated failure to abide by this policy will result in a termination of sales to retailers. PDOG does not intend to do business with retailers who degrade the image of PDOG and its products. It is PDOG's sole discretion whether or not to provide prior notice or issue warnings before taking any action under this policy.
- 11) E-Bay and Other Auction Web Sites Policy:
 - "Buy it Now" options must be listed at a price equal to MAP or greater.
 - For auctions the reserve and/or opening bids must start at MAP without a "Buy it Now" option.
 - Best Offer Auctions Are Not Allowed
- 12) Negotiated Contracts: From time to time it may be explicitly approved by Planet Dog in writing to sell certain PDOG products at below MAP pricing. The discount amount and length of time will be determined at the time of this approved promotion by Planet Dog.
- 13) PDOG may run a sale from time to time and in such case the MAP will be the same as the sale price on those particular items and on those particular dates. PDOG will send out a notice in advance with details of the special.
- 14) Sales representatives of PDOG products will supply a copy of the PDOG MAP policy to any new or existing retailer. In addition, this policy will be available on our website. Any retailer purchasing Planet Dog Products automatically agrees to this policy.