

SHURHOLD CLEAN-N-SIMPLE MAP POLICY FAQs

Q. Where is the MAP policy enforced?

A. The MAP policy is enforceable in Canada and the United States.

Q. How often is the MAP product list updated?

A. It is typically updated annually.

Q. What does the MAP policy include?

A. This policy applies to all forms of marketing that include products covered under this policy.

Q. What are examples of communications to which the MAP Policy applies?

A. The MAP Policy applies to all catalogs, coupons, coupon codes, promo codes, flyers, inserts, magazines, mail order catalogs, mailers, postcards, newsletters, newspapers, posters, billboards, television and radio advertising, internet-based advertising including without limitation, newsletters, e-mail solicitations, call for newsgroups, Internet "lists," website advertising, Internet auctions, and electronic billboards.

Q. Do dealers or distributor need to sign the Policy indicating that they agree with its provisions?

A. No. The MAP Policy is not an agreement between Shurhold and the dealer. It is a policy that Shurhold is unilaterally implementing for all members of the Shurhold distribution network in order to maintain the integrity of Shurhold products. The purpose of this document is to inform all members of the Shurhold distribution network that there are certain consequences for deviating from the published MAPs of Covered Products.

Q. Does the MAP Policy affect selling prices?

A. No. Dealers are free to resell Covered Products at any price of their choice. The MAP Policy only provides requirements relating to advertised prices for Covered Products.

Q. What are examples of advertising that does not violate the MAP Policy:

A. Examples include:

- Advertising discounts where the resulting price is at least as high as the MAP for the Covered Product.
- Advertising that does not state a price directly or by reasonable implication.
- Advertising that promises to "meet or beat" a competitor's price.
- Advertising that offers deferred payment, free shipping or some other free service for a Covered Product, provided that the advertisement does not subtract the value of the offer or free service from the advertised price of the Covered Product.
- Advertising of a blanket price reduction, applicable store-wide, so long as no Covered Product is shown in the advertisement with the discounted price.

Q. What internet sites can be used to sell Shurhold Products?

A. Shurhold dealers and distributors may not sell Shurhold Products on any third-party website or marketplace without the prior written approval of Shurhold. A “third-party internet website or marketplace” is any website that is not owned and controlled by Shurhold or a Shurhold distributor or dealer, and which provides a virtual “storefront”, auction process or any other sales opportunity (e.g. consignment) under the name or brand of a third party or co-branded with a third party (including by way of example Amazon.com, eBay, Jet.com, Walmart.com).

Any authorized Shurhold dealer or distributor who has received prior written approval from Shurhold may only continue to sell Shurhold Products on any third-party website or marketplace as long as they are in full compliance with Shurhold’s Minimum Advertised Price (“MAP”) Policy.

Q. Do distributors need to follow the MAP Policy?

A. In cases where a Distributor acts as a Dealer per the Policy the MAP policy applies. Additionally, as part of the MAP Policy there is a Distributor Protection Policy that additionally applies to Distributors.

Q. Who reports MAP violations?

A. Reports are submitted by authorized dealers.

Q. Where can I find the latest version of the policy?

A. <http://www.shurhold.com/map>

Q. Where can I find out additional information on this policy?

A. All questions or requests for additional information regarding this Policy and all information regarding potential violations of this Policy must be in writing and are to be addressed to the following person at Shurhold responsible for this Policy (“Policy Administrator”):

Shurhold Industries, Inc.
Policy Administrator
3119 SW 42nd Avenue
Palm City, FL 34990
email: policyadmin@shurhold.com

Only the Policy Administrator or the Policy Administrator’s designated representative(s) is or are authorized by Shurhold to answer questions regarding this Policy, to comment on this Policy or to accept information regarding potential violations. Except for the Policy Administrator and such representative(s), no Shurhold employee or independent sales representative has authority to comment upon or to take any action under this Policy.