

# 613 Games Reseller Policy

V2018-05-29-1

Effective January 1, 2018, a Minimum Advertised Price (MAP) and restrictions on sales will be in effect on all 613 Games products. International accounts must reflect pricing as translated into their local currency.

613 Games is building a brand of strong recognition and a high perceived value. Distributors and resellers also benefit from 613 Games' efforts to build its brand. The reputation of 613 Games can and will be damaged if the 613 Games brand is perceived by consumers as a discounted brand. By not adhering to the established Reseller Policy, a reseller can have a dramatic effect of diminishing or detracting from the perceived value of the 613 Games brand and its products.

Therefore, 613 Games has determined that it is in its best interest to deal only with Resellers who choose to sell 613 Games' products at or above the Minimum Advertised Price and in the channels outlined below.

- 1) If Reseller wishes to sell the Merchandise online, it may do so only through a website which is owned and controlled by Reseller. Reseller will refrain from offering 613 Games' products for sale through any online marketplace, including but not limited to Amazon, ebay and the like, unless Reseller has received prior written approval from 613 Games.
- 2) Any requests to sell 613 Games' products through online marketplace must be approved in writing by 613 Games. Reseller agrees to provide any additional information which may be requested by 613 Games. Authorization from 613 Games to sell on an online marketplace will automatically expire at the end of the calendar year in which the Reseller submitted its request, and Reseller will be required to annually resubmit a request to sell in an online marketplace. By way of example only, if Reseller submits a request to 613 Games in June to sell on the Amazon Canada site (<https://amazon.ca>) and 613 Games provides written authorization, the authorization will automatically expire on December 31 of that same calendar year. 613 Games is seeking to participate non-US marketplaces and therefore preference will be given to Resellers requesting to sell in non-US online marketplaces such as Amazon Canada. However, 613 Games retains sole discretion to approve or deny a request to sell in an online marketplace. To request participation in an online marketplace visit <https://613games.com/reseller-policy> and fill out the "Contact Us" form.
- 3) The Manufacturer's Suggested Retail Price (MSRP) Minimum Advertised Price (MAP) for any 613 Games' product shall be posted on the 613 Games website at <https://613games.com/reseller-policy>. MAP pricing is established by 613 Games and may be adjusted by 613 Games at its sole discretion.

- 4) The MAP policy applies to all advertisements of 613 Games 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.
- 5) The inclusion in advertising of free or discounted products (whether made by 613 Games 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) Upon request by Reseller, it may be explicitly approved by 613 Games in writing to sell certain 613 Games products at below MAP pricing. The discount amount and length of time will be determined at the time of this approved promotion by 613 Games. To request an exception to MAP visit <https://613games.com/reseller-policy> and fill out the "Contact Us" form with details.
- 7) Intentional or repeated failure to abide by this policy will result in termination of further supplies of 613 Games' products. Termination may occur with or without prior notice or issue warnings.
- 8) For approved product images and logos that can be used in print and online advertisements and online stores go to <https://613games.com/reseller-policy>. *For questions use the "Contact Us" form on that page.*

To learn more visit <https://613games.com/reseller-policy>. For questions use the "Contact Us" form or contact your distributor.