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**MAP Break Policy (Attachment to the Unilateral Policy)**

Effective April 20, 2020

The following are the updated 2020 guidelines detailing when and how Manduka products may be advertised. In light of the current situation facing the entire nation and constraints on supply chains, as well as potential product shortages, **Manduka is amending the MAP Break Policy and canceling the prior published Break Periods as highlighted below.**

The following are the 2020 guidelines detailing when and how Manduka products may be advertised:

Partners may advertise Manduka products for **no more** than seven (7) days during the time periods listed below and only at a max discount of **20%** below MAP/MSRP.

**In Season Advertising Windows:**

Season	From / Start date	Till / End date
Spring 2020*:	8-May-20	27-May-20
Summer 2020*:	19-Jun-20	7-Jul-20
Fall/Winter 2020*:	November 21, 2020	December 6, 2020

*\*Partners must notify Manduka of the **In-Season** advertising dates, sale period, advertising vehicle, and advertised prices no less than 14 days prior to the In-Season advertising Windows listed above.*

**MAP/MSRP Pricing Summary:**

Product	MSRP/ MAP	Lowest Allowed Promotional Price
PRO Mat	\$120	\$96
PRO Extra Long	\$146	\$117
PROlite	\$92	\$74
PROlite Long	\$110	\$88
PRO Travel	\$68	\$54
GRP 6mm	\$128	\$102
GRP 4mm	\$98	\$78
eKO 6mm	\$99	\$79
eKOLite 4mm	\$78	\$62
eKO SuperLite 2mm	\$44	\$35
Begin Mat	\$48	\$38
Manduka X Mat	\$58	\$46
Yogitoes Towel	\$58	\$46
eQua Mat Towel	\$38	\$30
eQua Hand Towel	\$16	\$13
Props and Accessories	<b>20% Maximum Discount</b>	
Apparel	<b>20% Maximum Discount</b>	