

MAP POLICY

1. **MAP POLICY DETAILS:** The Sarut Group is the exclusive U.S. Distributor of DOIY, Remember, Marc Vidal, PIQ, Sellegiochi, and Lucetta brands.

To protect the value of its brands, The Sarut Group is implementing this Minimum Advertising Price Policy (“MAP”), effective January 1st, 2015.

- A. The Sarut Group has made significant investments in the promotion and marketing of its distributed brands in the U.S. market. All sales of The Sarut Group brands referenced in this policy will be subject to MAP Policy.
- B. Products to be covered by MAP Policy are all products in The Sarut Group 2015 catalog. The product list may be amended at times and published on The Sarut Group website: www.thesarutgroup.com. Any exceptions must be authorized by a Sarut Group representative in writing. Our MAP price is our double our current “wholesale” Price. (i.e. wholesale price \$16, MAP price \$32)
- C. Products excluded from MAP Policy are ones not included in the current Sarut Group catalog. i.e. closeouts.
- D. **Internet Pricing:** Pricing listed on an Internet site is considered an “advertised price” and must adhere to this MAP Policy. Discounts applied at checkout to entire order based on a customer’s purchase history with Reseller, such as discounts for “frequent shoppers”, do not violate this MAP Policy.

- E. **Brick & Morter Retail Locations:** MAP applies only to minimum advertised prices, and does not apply to products sold strictly in Resellers retail location. Retail location is defined as the physical place where end-users can physically buy and take immediate delivery of The Sarut Group's products.
2. **Consequences of Policy Violation:** In the event a reseller chooses not to follow The Sarut Group MAP Policy, sanctions will be imposed by The Sarut Group at its sole discretion, including and without liability to The Sarut Group, cancellation of all current orders, and indefinite refusal to accept any new orders.
3. **Policy Modifications:** The Sarut Group reserves the right at any time to modify or discontinue the MAP policy in whole or in part. Policy modifications will be made available on The Sarut Group website.
4. **Enforcement:** The Sarut Group will not discuss any conditions of acceptance related to this MAP policy, as it is non-negotiable. Nothing in this MAP Policy shall constitute an agreement between The Sarut Group and any reseller that the reseller will comply with Policy.

The Policy is intended to comply with federal, state, local, and provincial laws. If any part of this policy is inconsistent with any such laws, that part is void and inapplicable. All other parts of this MAP Policy will be enforced.