



UNILATERAL PRICING POLICY

This unilateral pricing policy applies to the resale of certain Love Your Melon Inc. ("Love Your Melon") products set forth below in the United States and Canada. For purposes of clarity, this policy does not apply to Love Your Melon custom-branded and/or co-branded products.

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You are free to decide whether to follow this policy. This policy does not constitute an agreement between you and Love Your Melon, and Love Your Melon is not seeking a response from you.

Although you remain free to resell Love Your Melon products at the price of your choosing, as of **April 24, 2018**, Love Your Melon will cancel all orders and indefinitely terminate any supply relationship with a reseller that Love Your Melon determines has advertised, offered, or sold any products set forth below in the United States or Canada at a net retail sales price that is less than the minimum retail price set and announced by Love Your Melon on a periodic basis (the "Minimum Price"). This policy is non-negotiable. Upon violation of this policy, Love Your Melon will immediately cease shipments of Love Your Melon products to reseller. Probationary or suspension periods will not be permitted.

MINIMUM PRICE

As of **April 24, 2018**, the minimum price is for the Love Your Melon products set forth below is as follows:

PRODUCT	MINIMUM PRICE (USD)	MINIMUM PRICE (CAD)
BEANIES	\$30	\$40
CUFFED BEANIES	\$30	\$40
POM BEANIES	\$45	\$60
INFINITY SCARVES	\$55	\$75
KNIT HEADBANDS	\$25	\$30
ATHLETIC HEADBANDS	\$20	\$25
CAPS	\$30	\$40

Love Your Melon may at any time modify, suspend, or discontinue this policy in whole or in part or specify certain periods during which the policy is inapplicable.

Please direct all questions and concerns to our wholesale team at wholesale@loveyourmelon.com.