



Minimum Advertised Pricing Policy/Agreement

Effective May 22, 2017, a Minimum Advertised Price (MAP) on all Poplooks® products will be in effect. International accounts must reflect pricing as translated into their local currency.

Poplooks® has spent an extensive amount of time building a brand of strong recognition and a high perceived value. By not adhering to the established Minimum Advertised Price (MAP) a reseller can have a dramatic effect of diminishing or detracting from the perceived value of the Poplooks® brand and its products. The internet, with its worldwide impact, has the possibility to cause great harm to any companies' products, if they are advertised at prices that will eliminate any legitimate retail competition. Our MAP pricing policy is intended for consumers to purchase from other resellers (YOU) based on loyalty and customer care expectations. Therefore, if Poplooks® agrees to allow your company to sell its products, you will need to agree and abide by the following requirements and restrictions. Please note this is in your greatest interest as we are protecting you from others slashing prices and harming your sales.

The MAP policy shall work under the following guidelines:

- 1) The Minimum Advertised Price for any Poplooks® product shall not be less than 10% below the current Manufacturer's Suggested Retail Price (MSRP) as published on the Poplooks® price sheet per our attached updates pricing guidelines. MAP pricing is established by Poplooks® and may be adjusted by Poplooks® at its sole discretion. It is the responsibility of the resellers (YOU) to keep informed of the updated MAP pricing guidelines at all times.
- 2) The MAP for all Poplooks® products shall be no more than the MSRP provided in the Poplooks® Price Sheet. No exceptions will be provided.
- 3) The MAP policy applies to all advertisements of Poplooks® products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, social media, Internet or similar electronic media, television, radio, and public signage. The MAP policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customer(s).
- 4) The inclusion in advertising of free or discounted products (whether made by Poplooks® 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.
- 5) If pricing is displayed in other than a brick and mortar retail store, any strike-through or other alteration of the Minimum Advertised Price is prohibited.
- 6) MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone. Poplooks® dealers and sales representatives (excluding resellers) remain free to sell these products at any prices they choose.
- 7) MAP does not establish maximum advertised prices. All dealers and sales representatives may offer Poplooks® products at any price in excess of the MAP.
- 8) Poplooks® MAP policy does not in any way limit the ability of any dealer to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price", that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
- 9) Dealer agrees to hold all trademarks of Poplooks® as the property of Poplooks® and use advertising materials provided by Poplooks® in an authorized manner only.



- 10) Intentional or repeated failure to abide by this policy will result in termination of dealership or sales representatives and revocation of all reseller privileges to any current and future Poplooks® products. Poplooks® does not intend to do business with dealers or sales representatives who degrade the image of Poplooks® and its products. It is Poplooks® sole discretion whether or not to provide prior notice or issue warnings before taking any action under this policy.
- 11) E-Bay, Amazon, Walmart, Etsy and Other Auction Web Sites Policy.
 - “Buy it Now” options must be listed at a price equal to MAP or greater.
 - For auctions the reserve and/or opening bids must start at MAP without a “Buy it Now” option.
 - Best Offer Auctions Are Not Allowed
- 12) Negotiated Contracts: From time to time it may be explicitly approved by Poplooks® in writing to sell certain Poplooks® products at below MAP pricing. The discount amount and length of time will be determined at the time of this approved promotion by Poplooks®, Inc.
- 13) Poplooks® may run a sale from time to time and in such case the MAP will be the same as the sale price on those particular items and on those particular dates. Poplooks® will send out a notice in advance with details of the special.
- 14) Sales representatives of Poplooks® products will supply a copy of the Poplooks® MAP policy to any new or existing reseller to be filled out, acknowledged and returned to Poplooks®. This form shall be signed and returned to Poplooks® and in doing so, will bind the reseller to abide by the MAP and reseller requirements spelled out in this document.



MAP Agreement Confirmation

This MAP policy has been established by Poplooks® to help ensure the reputations of Poplooks® as one of the best baby products for parents and to protect the reputation of its name and products. The MAP policy is also designed to ensure dealers, retail outlets and sales representatives have the incentive to invest resources into services for Poplooks® customers. Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below.

Agreed to by:	
Company name:	
Any and all other names and/or marketplaces by which this company currently operates and/or intends to operate in the future (including names used on Ebay, Amazon, Walmart, etc.)	
Principal name printed:	
Principal Signature:	
Date signed:	
Dealer / Retailer / Distributor Street Address(es):	
Dealer / Retailer / Distributor City / State / Postal Code:	
Corporate Phone:	
Email:	
Website URL:	

If in agreement with this policy then please fill out the requested information with the required signature and send the page 3 of this document and either email to: support@poplooks.com or fax to: 213-747-9277.

IMPORTANT:

As of May 22, 2017, no shipments will be made to any wholesaler or distributor without having completed this form and returning it to Poplooks® via **fax: 213-747-9277** or **e-mail: support@poplooks.com**