

PLASTICASE/NANUK UNITED STATES MINIMUM ADVERTISED PRICE (MAP) POLICY

We recognize that our high-quality resellers invest time and resources to deliver an extraordinary customer experience through knowledgeable staff and compelling vendor presentation. To support our resellers' efforts, Plasticase, Inc. ("Plasticase/Nanuk") wishes to establish policies that allow resellers to earn the profits necessary to maintain the high-level of customer excellence consumers have come to expect from Plasticase/Nanuk resellers.

In order to successfully compete in the marketplace and to maintain its premium brand image, Plasticase/Nanuk has announced this Minimum Advertised Price Policy ("MAP"). Hereafter, all sales from Plasticase/Nanuk resellers to end-users of the products set forth in Plasticase/Nanuk's *MAP Price List* inside the United States shall be subject to this MAP (the "Products").

Plasticase/Nanuk Products covered, along with their coordinating minimum advertised prices, are set forth in the MAP Price List and shall be delivered or otherwise made available by Plasticase/Nanuk to its resellers. The MAP Price List is available at NANUK.com. Plasticase/Nanuk reserves the right from time to time to alter, modify, suspend, or cancel this MAP, the Products covered, and/or the minimum advertised prices.

This MAP does not restrict any reseller's right to establish independent advertised and/or resale prices of Plasticase/Nanuk Products. Plasticase/Nanuk reserves the right to determine whether a reseller has advertised Plasticase/Nanuk's Products at a net advertised price less than the minimum advertised price established in this MAP. Upon such determination, Plasticase/Nanuk may, without assuming any liability, cancel all orders and may indefinitely refuse to accept new orders from a non-acquiescent reseller.

This MAP has been unilaterally adopted by Plasticase/Nanuk. Plasticase/Nanuk neither solicits nor will it accept assurances by any reseller of acquiescence with this MAP. Nothing in this MAP shall constitute an agreement between Plasticase/Nanuk and any reseller of compliance with this MAP. For the avoidance of doubt, each reseller can, within its own discretion, choose to acquiesce or not acquiesce with this MAP. Plasticase/Nanuk will not discuss conditions of acceptance related to this MAP. This MAP is non-negotiable and will not be altered, modified, or amended for any reseller.

Actions that constitute acquiescence with Plasticase/Nanuk's MAP include, but are not limited to:

- Offering free shipping or financing on Product(s)
- Offering a gift card redeemable for value on a future purchase with the purchase of Product(s)
- Plasticase/Nanuk, from time to time within its sole discretion, may announce promotional prices and bundles of the Products
- Advertising the Product(s) such that the end-user will "see price in cart," "click to see price," or "add to cart for best price," or making statements such as "Why we do not show a price?," or presenting a price that is struck through, failing to list any price, or using any language or graphic representation that implies, or from which the end-user can infer, that the end-user can click-through to the cart to see a price lower than that set forth in the *MAP Price List*
- Issuing non-Plasticase/Nanuk announced rebates (in any form, including coupon codes) on the Product(s)

Actions that do not constitute acquiescence with Plasticase/Nanuk's MAP include, but are not limited to:

- Combining a Product from the *MAP Price List* with any other product for a combined price lower than the combined price of what the two (2) or more products would be advertised at independent of each other, as set forth in the *MAP Price List*

Plasticase/Nanuk sales personnel have no authority to modify or grant exceptions to this MAP. All questions regarding interpretation of this MAP should be directed to the MAP Administrator at MAPadmin@nanuk.com