



UP COUNTRY MAP PRICING POLICY AGREEMENT

Up Country Inc., a US-based manufacturer of high end, quality pet products, is a fast-growing company with customers around the world. We recognize that our success is tied to the success of our wholesale customers, and to maintaining the cachet of our brand. We also know that many of our customers invest significant time and resources to deliver an extraordinary customer experience. We want to protect their ability to do so, while at the same time discourage price-based advertising that would be detrimental to our brand name and other wholesale accounts. As a result, Up Country Inc. has established this Minimum Advertised Price ("MAP") Policy. Up Country, in its sole discretion, reserves the right to discontinue doing business with any reseller that advertises any product(s) covered by this MAP Policy at a price lower than the MAP.

The MAP Policy applies to advertised prices, not the price at which products are actually sold or offered for sale to an individual in a store or over the telephone.

GUIDELINES

The MAP Policy applies to all advertisements of products in all media, including but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio, and public signage, as well as internet sites, social media sites and stores, apps, or any other electronic media.

The MAP policy does not apply to solely on premise or instore advertising that is not distributed to customers.

Website features such as "click for price", automated "bounce-back" pricing emails, pre-formatted email responses, forms, and automatic price display for any items prior to being placed in a customer's shopping cart, and other similar features are considered to be communications initiated by the customer and thereby constitute "advertising" under this MAP Policy.

This MAP Policy also applies to any activity which Up Country determines, in its sole discretion, is designed or intended to circumvent the intent of the MAP Policy.

POLICY ENFORCEMENT

Up Country Inc. reserves the right to cancel any pending orders, restrict future orders, or suspend a customer's account if Up Country reasonably believes:

1. A customer has violated the provisions of this policy or
2. A customer intends to violate this policy.

Up Country's MAP policy administrator is solely responsible for determining whether a violation of the MAP Policy has occurred, as well as determining appropriate sanctions.



Up Country monitors the advertised prices of our customers, and they are expected to provide reasonable cooperation in investigations regarding possible MAP Policy violations.

The MAP Policy will be enforced by Up Country in its sole discretion and without notice. Violations of this policy may result in any of the aforementioned sanctions up to and including termination of our business relationship, as well as any available remedies at law.

Last updated: May 23, 2022

RIBBON COLLARS	MAP	GREEN MARKET LEADS	MAP
Cat	\$12.00	4' Narrow	\$17.00
Cat Harness Set	\$20.00	4' Wide	\$18.00
Narrow Regular	\$23.00	6' Narrow	\$17.00
Wide Regular	\$24.00	6' Wide	\$18.00
Narrow Martingale	\$24.00	6' Small Breed	\$15.00
Wide Martingale	\$25.00	12' Training Lead	\$23.00
Small Breed	\$14.00	20' Training Lead	\$29.00
Extra Wide	\$30.00		
Extra Wide Martingale	\$34.00	PRINTED LEADS	
Canine Camo Narrow Reg	\$24.00	5' Narrow	\$17.00
Canine Came Wide Reg	\$25.00	5' Wide	\$19.00
GREEN MARKET COLLARS		COMFORT LEADS	
Cat	\$11.00	6' Narrow	\$23.00
Narrow Regular	\$16.00	6' Wide	\$24.00
Wide Regular	\$17.00		
Small Breed	\$13.00	RIBBON COLLAR & LEAD SET - N	\$46.00
Extra Wide	\$23.00	RIBBON COLLAR & LEAD SET - W	\$48.00
PRINTED COLLARS		HARNESSES	
Narrow	\$17.00	RIBBON	
Wide	\$19.00	Narrow	\$31.00
		Wide	\$36.00
		Small Breed	\$28.00
RIBBON LEADS		GREEN MARKET	
4' Narrow One Sided	\$23.00	Narrow	\$21.00
4' Wide One Sided	\$24.00	Wide	\$25.00
6' Narrow One Sided	\$23.00		
6' Wide One Sided	\$24.00	CANINE CAMO	
6' Narrow Double Sided	\$35.00	Narrow	\$34.00
6' Wide Double Sided	\$38.00	Wide	\$39.00
6' Small Breed One Sided	\$15.00		

RIBBON LEADS (CONT.)	MAP	KEY RINGS	MAP
4' Narrow Canine Camo	\$25.00	Ribbon	\$14.00
4' Wide Canine Camo	\$26.00	Printed	\$14.00
6' Narrow Canine Camo	\$25.00		
6' Wide Canine Camo	\$26.00	CHICKEN CRISPS	\$19.95
APPAREL		TOYS	
Coats 8, 10, 12, 14	\$46.00	Catnip Fortune Cookies	\$10.00
Coats 16, 18, 21, 24	\$49.00	Catnip Bird/Mouse	\$8.00
Coats 26, 28	\$54.00		
Sweaters XS-XL	\$36.00	HOLIDAY	
Snowflake Sweater	\$42.00	Santa Hat Small	\$10.00
Slickers 8, 10, 12, 14	\$46.00	Santa Hat Medium	\$11.00
Slickers 16, 18, 21, 24	\$49.00	Santa Hat Large	\$12.00
Slickers 26, 28	\$54.00	Christmas Stockings	\$19.00
Reflective Coat 8, 10, 12, 14	\$36.00		
Reflective Coat 16, 18, 21, 24	\$38.00	PILLOWS	
Reflective Coat 26, 28	\$40.00	12" x 20"	\$40.00
Leopard Coat	\$54.00	18" x 18"	\$42.00
		20" x 20"	\$44.00