

Official 2024 Off-Map Sales Windows for SPANK and iXS brands

The Gravity Cartel and our brands - Spank Industries & iXS Sports - actively support the traditional Independent Bicycle Dealer sales channel. To aid our dealer networks in investing, promoting, selling, and servicing our products we adopted a unilateral Minimum Advertised Pricing (MAP) policy for North American wholesale accounts. Our MAP policy helps protect each brand's image, integrity, and margin structures for all customers.

This policy remains in place for all accounts (direct or indirect) throughout the calendar year with the only exceptions being our Off-Map Sales Promotional Windows. During these set periods, retailers are allowed to extend up to a 20% discount to their customers. This extended sale pricing is specific to the Off-Map Sales Window periods and cannot be offered before nor after the dates listed below.

For the 2024 selling season, TGC's Off-Map Sales Windows are:

- **Memorial Day / Season Kick-Off > May 22nd through June 2nd, 2024**
- **Summer > July 15th through 31st, 2024**
- **Black Friday / Cyber Monday > November 1st through December 4th, 2024**

Any questions regarding the program, order windows or otherwise can be answered by your TGC Sales Representative or our in-house staff. Please feel free to email us at sales@thegravitycartel.com, or, call us directly at (360) 952-2363.

Thank you,
TGC Brand Protection Team