

URBAN MOONSHINE

Starlight LLC/DBA Urban Moonshine®

MINIMUM ADVERTISED PRICING (MAP) POLICY

Effective August 1, 2023 Starlight LLC, dba Urban Moonshine (“Manufacturer”) hereby adopts the following Internet and Retail Minimum Advertised Price Policy (“MAP” or “MAP Policy”). This MAP Policy is designed to protect the long-term strength and integrity of our brand and retailers’ investment in Manufacturer’s products (“Products”) by helping retailers engage in advertising that best conveys to customers the value of Manufacturer’s Products.

Internet Minimum Advertised Price Policy (MAP)

A. Urban Moonshine® will, from time to time, publish a Schedule of Manufacturer’s Suggested Retail Prices (“MSRP Schedule”) on its internet website, which may be amended or adjusted by Urban Moonshine® at any time in its sole discretion. The MSRP Schedule will identify the products and the manufacturer’s suggested retail price (“MRSP”) for those products.

B. The resell Minimum Advertised Price shall be no more than 25% off the most current Manufacturer’s Suggested Retail Price (“MSRP”) of Urban Moonshine® products. Anything less will be a violation of this MAP Policy. Our current MSRP listings are listed below and can also be found at www.urbanmoonshine.com. This MAP Policy shall apply to all E-commerce Retailers, brick and mortar stores and distributors. Minimum Advertised Prices may be adjusted by Manufacturer from time to time, in its sole discretion. Advertised Price shall mean any display of a price on any web page and in any manner, or otherwise sending or causing to send a price via email, text or any other method to a customer or potential customer in advance of adding a product to a shopping cart or to the checkout process.

C. This MAP Policy applies to all advertisements of Urban Moonshine® products listed in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, e-mail newsletters, email solicitations, internet or similar electronic media, television, radio, and public. No such advertisement will represent or imply that any Product may be sold by a Retailer, Sub Distributor or Fulfillment Center for less than the Minimum Advertised Prices.

D. The reselling and distribution of Urban Moonshine® to known online resellers is strictly prohibited unless otherwise approved by Urban Moonshine®. Pricing listed on an internet site is considered an “advertised price” and must adhere to this MAP Policy.

E. Bundling or including a free or discounted product (whether made by Manufacturer or another manufacturer) with a Manufacturer’s Product would violate this MAP Policy and is not permitted. For multipack offers, the Minimum Advertised Price of the multipack is the quantity of SKU(s) in the multipack multiplied by the respective Minimum Advertised Price of the SKU(s) that comprise said multipack.

F. Any strike-through or other alteration of the MSRP that results in a price below more than 25% below MAP is prohibited.

G. The MAP Policy does not establish maximum advertised prices. All Retailers may offer Manufacturer’s Products at any price in excess of the Minimum Advertised Price. Internet auctions may not display or have reserved bid, “buy it now”, or other acceptable prices below the Minimum Advertised Price threshold.

H. From time to time, Manufacturer may permit Retailers to advertise one or more of the Products covered by this MAP Policy at prices lower than the MAP for a specified period. In such case, Manufacturer will notify its resellers in writing and in advance of the details of the limited suspension or modification of this MAP Policy.

I. Including in any advertising for a Product covered by this MAP Policy a volume discount, rebate, free product, gift card, coupon, or any other type of promotional program or discount that would directly or indirectly reduce the advertised price of the Product below the Minimum Advertised Price then in effect will constitute a violation of this MAP Policy.

J. A Retailer with multiple web sites that violates this MAP Policy at any particular website will be considered to have violated this MAP Policy at all of its sites.

K. This MAP Policy is unilateral. We do not seek and will not accept any agreement as to its terms or enforcement. No Urban Moonshine® employee has the authority to alter or waive this Policy or its enforcement. No oral communications about this Policy are authorized.

L. In the case of a violation of the MAP Policy, Manufacturer has the sole discretion to take the following unilateral actions against the Retailer: 1st Violation: Send written warning. Request to abide by this MAP Policy within 24 hours. 2nd Violation: Send written warning. Request to abide by this MAP Policy within 24 hours. Suspend purchasing privileges pending compliance. 3rd Violation: Send written warning. Request to abide by this MAP Policy within 24 hours. Suspend purchasing privileges for 30 days or terminate all future purchasing at Urban Moonshine's® sole discretion.

M. Urban Moonshine will implement this MAP Policy unilaterally based upon information deemed sufficient by Urban Moonshine®, and all such determinations are final. We reserve the right at any time to modify this Policy, to offer special promotions on certain products, to establish new or different policies or to discontinue any or all such policies. This MAP Policy shall remain in effect until modified or terminated by Manufacturer in a writing sent to Retailers.

N. Any communications concerning any aspect of this MAP Policy shall be solely in writing directed to MAP Administrator.

O. Distributors of Urban Moonshine® products will supply a copy of this MAP Policy to any new or existing Reseller for their records at their request.

Product Item	UM MSRP	ITEM UPC
Original Digestive Bitters Spray 0.5 fl oz *	\$7.99	851588002036
Original Digestive Bitters Dropper 2 fl oz	\$25.99	851588002029
Original Digestive Bitters 8 fl oz	\$59.99	851588002012
Citrus Digestive Bitters Dropper 2 fl oz	\$25.99	851588002050
Citrus Digestive Bitters 8 fl oz	\$59.99	851588002043
Healthy Liver Bitters Dropper 2 fl oz	\$25.99	851588002753
Calm Tummy Bitters Dropper 2 fl oz	\$25.99	851588002913

Cider Vinegar Digestive Bitters Dropper 2 fl oz	\$25.99	851588002944
Mushroom Immune 2 fl oz	\$27.99	851588002166
Immune ZOOM 2 fl oz	\$17.99	851588002180
Immune ZOOM 4.2 fl oz	\$32.99	851588002210
Immune ZOOM 8.4 fl oz	\$46.99	851588002197
Clear Chest Syrup 4.2 fl oz	\$22.99	851588002319
Throat Spray 1 fl oz	\$14.99	851588002357
Joy Tonic Dropper 2 fl oz	\$28.99	851588002340
Simmer Down Tonic Dropper 2 fl oz	\$28.99	851588002715
Hit the Hay Dropper 2 fl oz	\$32.99	851588002302

By signing this document, I acknowledge I understand and will comply with the Urban Moonshine® terms and conditions detailed herein. By selecting the “I agree” button, I am signing this document electronically. I agree that my electronic signature is the legal equivalent of my manual/handwritten signature on this document. By selecting “I agree” using any device, means, or action, I consent to the legally binding terms and conditions of this document. I further agree that my signature on this document is as valid as if I signed the document in writing. I am also confirming that I am authorized to enter into this Agreement as an authorized agent of the business.

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