



Reseller Agreement

Minimum Advertised Price (MAP) Policy

To uphold the value of our products, our retail partners, and the pet industry, Haute Diggity Dog maintains a Minimum Advertised Price (MAP) Policy. We believe that this policy will ensure:

- Our unique products retain their value, which is beneficial to the Haute Diggity Dog brand image as well as the brand image of the retailer.
- Price wars between sellers -- which would decrease revenue for all parties and tarnish our brand -- will be prevented.

MAP PRICING

For all Haute Diggity Dog products, our Manufacturer Suggested Retail Price (MSRP) is keystone pricing: double the listed wholesale price. **This approach also applies to our Minimum Advertised Price (MAP), which is double the listed wholesale price, minus \$0.05.**

Chewlulemon Bag		
Wholesale Price: \$7.00	MSRP: \$14.00	MAP: \$13.95

Retailers may only advertise Haute Diggity Dog products at or above our MAP. Advertising an item's price below MAP at any time violates the policy. Alternative promotions such as "free shipping" are permitted, as long as they do not affect the advertised price of the product. Contact us for a list of MAP pricing for all Haute Diggity Dog products.

AMAZON RESELLERS

Accounts are not permitted to sell Haute Diggity Dog products on Amazon.com or any

other third party market place, unless written authorization is provided by Haute Diggity Dog. Retailers who sell on Amazon.com without authorization are at risk for account suspension or termination.

NON-COMPLIANCE

Haute Diggity Dog has partnered with a 3rd Party MAP compliance service to proactively monitor MAP pricing for all of our products. When a violation occurs, the following action will be taken:

1st Violation = Warning and/or Suspension

- Account must correct MAP violations within 3 calendar days of notification, or account may be at risk of suspension.

2nd Violation = Account Suspension and/or Termination

- Account will be notified of 6-month suspension due to MAP violations. After 6 months, account can re-apply for authorization.
- At the same time, account must correct these MAP violations within 3 calendar days of notification, or account will be terminated instead of suspended, and not permitted to re-apply for authorization.

3rd Violation = Account Termination

- Haute Diggity Dog will no longer fulfill orders from account. Any pending orders will be canceled.

For more information about our MAP policy
please contact us at wholesale@hautediggitydog.com or (877) 861-7258.