

**Mighty Mug , INC. (Mighty Mug ) actively supports the advertising and promotion of it's products by its domestic retailers and sales representatives through materials provided by Mighty Mug at no or nominal cost.**

**Effective March 26, 2013, a Minimum Advertised Price (MAP) on items by Mighty Mug will be in effect. This policy applies only to U.S. retailers and sales representatives. We have implemented this MAP policy to preserve our strong reputation for providing customers with high value products and valued after sales support. We greatly appreciate the efforts of all resellers to distribute our products and support their customers.**

**The MAP policy shall work under the following guidelines:**

- 1. The Minimum Advertised Price (MAP) for Mighty Mug is listed on the Mighty Mug Price List document . MAP pricing is established by Mighty Mug and may be adjusted by Mighty Mug at its sole discretion.**
- 2. The MAP policy applies to all advertisements on all Mighty Mug products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, Internet or similar electronic media, television, radio, and public signage. The MAP policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customer(s).**
- 3. The inclusion in advertising of free or discounted products (whether made by Mighty Mug or another manufacturer) with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.**
- 4. If pricing is displayed, any strike-through or other alteration of the Minimum Advertised Price is prohibited. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the retailer's retail location or over the telephone. Mighty Mug retailers and sales representatives remain free to sell these products at any prices they choose.**
- 5. MAP does not establish maximum advertised prices. All retailers and sales representatives may offer any Mighty Mug product at any price in excess of the MAP. Internet auctions may not display or have reserved bid or other acceptable prices below the MAP price.**
- 6. Mighty Mug ' MAP policy does not in any way limit the ability of any retailer to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price", that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.**
- 7. Retailer agrees to hold all trademarks associated Mighty Mug brands as the property of Mighty Mug and use advertising materials provided by Mighty Mug in an authorized manner only.**
- 8. Intentional or repeated failure to abide by this policy will result in termination of retailer or sales Representation. Mighty Mug does not intend to do business with retailers or sales representatives who degrade the image of Mighty Mug and/or it's brands. This MAP policy has been established by Mighty Mug to help ensure the legacy of it's products as a top producer of innovative, high performance, high quality, ergonomic drinkware and to protect the reputation of its name and products. Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below.**

**Sales representatives of Mighty Mug products will supply a copy of the Mighty Mug MAP policy to any new or existing reseller to be filled out, acknowledged and returned to Mighty Mug This form shall be signed and returned to Mighty Mug and in doing so, will bind the reseller to abide by the MAP and reseller requirements spelled out in this document.**