



# MAP POLICY

## Featherweight Shop®, LLC, Minimum Advertised Price Policy (MAP) & Internet

### Minimum Advertised Policy (IMAP)

Effective January 1, 2019. Updated September 1, 2021.

Featherweight Shop®, LLC, has unilaterally adopted this Minimum Advertised Price Policy (“MAP Policy”) and Internet Minimum Advertised Policy (“IMAP Policy”) on Featherweight Shop® products, which shall apply to retailers, including catalogs and Internet retailers, collectively, all “Resellers” who resell Featherweight Shop® products to end users located in the US, Canada, Europe, Asia, Australia, New Zealand and Africa. Featherweight, Shop® is adopting this MAP Policy and IMAP Policy to preserve its strong reputation for providing customers with high value products and strong sales support. Featherweight Shop®, LLC greatly values the efforts of all Resellers to distribute Featherweight Shop Products. The MAP Policy & IMAP Policy shall work under the following guidelines:

1. The MAP Policy & IMAP Policy shall apply to the Featherweight Shop® products listed in the MAP & IMAP LISTING at the end of this document. It shall also cover any new Featherweight Shop® products that are introduced periodically and apply as price changes are made unpredictably periodically due to increases in manufacturing costs. Current Featherweight Shop® Retail Prices are always available, 24/7, at [www.FeatherweightShop.com](http://www.FeatherweightShop.com). The MAP Policy & IMAP Policy for Featherweight Shop® Company products shall be listed on each Featherweight Shop® MAP/IMAP information sheet for dealers. MAP pricing & IMAP Policy are established by Featherweight Shop®, LLC for its products and may be adjusted by Featherweight Shop® LLC at its sole discretion.
2. The MAP Policy & IMAP Policy apply to all advertisements of Featherweight Shop® products in any and all media, including, without limitation, flyers, posters, coupons, coupon codes, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media including websites, website discounting after placing item in cart, bidding on price, bid cart promotions or make an offer pricing which has the expected net effect of selling the product at a price below the advertised retail price of the Featherweight Shop® item, email newsletters, email solicitations, television, radio, and public signage.
3. When pricing is displayed, it must be in accordance with Item 1 in this policy, and any strike-through or other alteration of the MAP & IMAP Policy is prohibited.
4. The MAP Policy or & IMAP Policy do not establish maximum advertised prices. All Resellers may offer Featherweight Shop® products at any price in excess of the MAP & IMAP established for such products. Internet auctions may not display or have reserved bid or other accepted prices below the MAP & IMAP price.
5. The MAP Policy & IMAP Policy do not in any way limit the ability of any dealer to advertise that “they have the lowest prices” or, they “will meet or beat any competitor’s price,” that consumers should “call for a price” or similar phrases as long as the price advertised or listed for the products is not less than the MAP & IMAP Policy.
6. From time to time, Featherweight Shop, LLC may instigate promotions for products covered by the MAP Policy & IMAP Policy because the products are being discontinued or because they are just being released. In such events, Featherweight Shop, LLC, reserves the right to modify or suspend the MAP & IMAP with respect to the affected products by notifying all Resellers of such a change via email. Featherweight Shop®, LLC further reserves the right to adjust the MAP & IMAP with respect to all or certain products at its sole discretion upon 7 days advance written or email notice to Resellers provided that such changes shall apply equally to all Resellers. During this time, Resellers are able to adjust their pricing for promotional purposes as long as it does not fall below Featherweight Shop, LLC’s Promotional MAP/IMAP pricing.

7. In cases of violation of the MAP Policy & IMAP Policy, Resellers will be allowed twenty-four (24) hours to bring advertising into compliance or Featherweight Shop®, LLC, will cease supplying products to the Reseller. In cases of intentional and/or repeated failure to abide by this policy, Featherweight Shop®, LLC will terminate all orders to the Reseller. Featherweight Shop®, LLC will not provide prior notice or issue warning before taking action under this policy.

8. Featherweight Shop®, LLC reserves the right to sell its own products directly to consumers at MAP pricing, consistent with this policy.

9. Featherweight Shop®, LLC resellers must abide by Featherweight Shop®, LLC MAP Policy & IMAP Policy. A copy of the policy can be obtained by contacting Featherweight Shop at [info@FeatherweightShop.com](mailto:info@FeatherweightShop.com) or by calling (208) 880-8887.11. This MAP Policy & IMAP Policy is solely Featherweight Shop®, LLC’s decision and responsibility. This MAP Policy, IMAP Policy, and any MAP & IMAP Policy Product Listing, is subject to modification or discontinuance by Featherweight Shop®, LLC, in its sole and absolute discretion, at any time. Any action taken by Featherweight Shop®, LLC under this policy shall be without liability to Featherweight Shop®, LLC. Any questions about this policy should be directed Featherweight Shop®, LLC phone 1.208.880.8887 or email [info@FeatherweightShop.com](mailto:info@FeatherweightShop.com)

### Please sign and return to [Info@FeatherweightShop.com](mailto:Info@FeatherweightShop.com).

Date: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Country: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_

\* Do you have a Brick and Mortar Retail location? Yes No  
 If Yes, address of location \_\_\_\_\_

\* Do you have an Internet Store? Yes No  
 If Yes, website URL \_\_\_\_\_

Will you be selling on Amazon, Ebay, Etsy, Wal-Mart and/or any other sites? Yes No  
 If yes, what name/business name(s) are you selling under on these sites? \_\_\_\_\_  
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