

Armpocket Enterprises, makers of Armpocket®, The Ultimate Armband®, is proud to offer our customers and partners the pinnacle in fitness armbands. To that end, we recognize that our select group of partners invest a great deal of time and resources while still offering our customers an extraordinary experience through their knowledgeable staff and compelling vendor presentations.

To protect this investment of our quality partners and the Armpocket Enterprises brand reputation, we have unilaterally adopted a MINIMUM ADVERTISED PRICE Policy (“MAP policy”), effective January 1, 2019. This MAP policy prohibits resellers from advertising Armpocket Enterprises products below a specific price designated by Armpocket Enterprises.

Promoting Armpocket Enterprises’ products based upon low price, instead of superior quality and exemplary service, can be detrimental to Armpocket Enterprises’ position and our select resellers’ service and support efforts.

Armpocket Enterprises sees these advertising and sales practices as being unfair, and actively discourages such efforts. Armpocket Enterprises, in its unilateral discretion, will refuse to do business with any reseller, as to the products covered by this MAP policy, if the reseller intentionally advertises any MAP product below the designated MAP price as set by Armpocket Enterprises.

Armpocket Enterprises is confident that this program will strengthen its brand and benefit all of its resellers.

Official Policy and Guidelines

1. The MAP policy will be enforced by Armpocket Enterprises in its sole discretion. Product advertised in print or on the internet below MSRP (manufacturer’s suggested retail price) will be a violation of this policy.
2. Armpocket Enterprises considers MSRP to be MAP pricing. The MSRP for any and all products can be found on the official Armpocket Enterprises price list and may be changed from time to time at the sole discretion of Armpocket Enterprises.
3. Armpocket Enterprises resellers and retailers are responsible for remaining current with MAP policy, pricing, and products.
4. Armpocket Enterprises recognizes that authorized resellers can make their own decisions in regards to their pricing without consulting Armpocket Enterprises. Similarly, Armpocket Enterprises reserves the right to make its own unilateral decision regarding

product allocations and reseller participation as a member of the Armpocket Enterprises Reseller Program.

5. It shall not be a violation of this MAP policy to advertise in general that a reseller has “the lowest prices” or that they will match or beat its competitors’ prices, or to use similar phrases; so long as the reseller does not include any advertised price below MAP and otherwise complies with this MAP policy.
6. This MAP policy applies to all advertisement of MAP products in any and all media including and without limitation to flyers, posters, coupons, mailers, inserts, newspapers catalogs, mail order catalogs, internet or similar electronic media including websites, forums, email newsletters, email solicitations, television, radio, and public signage. This MAP policy also applies to any activity which Armpocket Enterprises determines, in its sole discretion, is designed or intended to circumvent the intent of this MAP policy, such as solicitations of ‘group purchases.’
7. From time to time, Armpocket Enterprises may permit resellers to advertise MAP products at prices lower than MAP retail price. In such events, Armpocket Enterprises reserves the right to modify or suspend the MAP retail price with respect to the affected products for a specified period of time by providing notice to all resellers of such changes.
8. It shall be a violation of this MAP policy to include in any advertisement for Armpocket Enterprises products any additional discount, coupon, gift card, or incentive (whether in the form of a special event, promotion, term of doing business or otherwise) that translates into an immediate price reduction, where the cumulative effect would be to reduce the advertised price of any MAP product. Any advertising that includes an additional discount, coupon, gift card, points or any other incentive (regardless of whether the future purchases are of an Armpocket Enterprises product) shall be evaluated under the same guidelines as described in Section 8 regarding product bundling.
9. Armpocket strictly prohibits the sale of our merchandise on Amazon.com by anyone other than Armpocket Enterprises.
10. Armpocket Enterprises strictly prohibits the sale of our merchandise on Walmart.com, Target.com, Jet.com, or any other big box store website, without explicit written permission from Armpocket Enterprises.
11. Armpocket Enterprises recognizes that many internet sites ship internationally, however Armpocket Enterprises reserves the right to prohibit retailers from shipping our products outside the USA. If a retailer ships any Armpocket Enterprises products outside of the United States without first obtaining explicit written permission, they will be in direct violation of this MAP policy.
12. Any violation of this agreement results in the suspension of payment terms, discounts, and all special programs without further notice.
13. Failure to comply with this policy will result in all outstanding payment invoices to become due immediately.
14. Armpocket Enterprises reserves the right, in its unilateral discretion, to take other action with respect to any reseller that violates this MAP policy.

All questions or comments regarding this MAP policy are to be directed to the policy administrator at MAP@armpocket.com. The policy administrator shall be solely responsible for determining whether a violation has occurred, communicating decisions to retailers regarding the MAP policy, and receiving any communications regarding this policy.

PRICE LIST August 2020

(Product SKU MAP and MSRP)

- Racer / Racer Edge **\$29.95**
- Racer Plus **\$34.95**
- Wrister **\$39.95**
- Armpocket X **\$39.95**
- Armpocket X Plus **\$44.95**
- Ultra i-35 **\$39.95**
- Mega i-40 **\$44.95**
- Mega plus i-40 **\$49.95**
- Aqua **\$39.95**
- The Metro **\$34.95**

Updated August 24, 2020