



# Third Wave Water<sup>TM</sup>

## MINIMUM ADVERTISED PRICING (MAP) POLICY

1. The MAP policy only applies to new, current Third Wave Water products. If the product is clearly labeled as outdated, the MAP does not apply.
2. The MAP of all Third Wave Water products will be listed on the Third Wave Water price list (refer to Table 1: Third Wave Water Price List). Third Wave Water has the right to adjust the MAP policy at any time.
3. The MAP policy applies to all advertisements of Third Wave Water products in any and all media including, without limitation to: web sites, shopping carts, check-out pages, site-wide sales, social media (e.g. Twitter, Instagram, Facebook, etc), posters, banners, coupons, special codes, e-mails, newsletters, mailers, brochures, mail order catalogs, radio, and television.
4. Third Wave Water products are not to be auctioned on eBay or listed on other sites at a price below MAP. They are also not to be sold on Amazon, Wal-mart or other big-box retail websites.
5. Bundling Third Wave Water (TWW) with another product is acceptable if:
  - a. The two products are bundled together at a package price that is lower than buying the two products individually at MAP.
  - b. When TWW products are bundled with a second product with a greater or equal price, (e.g. bag of coffee), the discount on the water is not more than 10%.
6. 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 reseller's physical location or over the telephone.
7. MAP does not establish Maximum advertised prices. All Retailers may offer Third Wave Water product at any price in excess of the MAP.
8. Third Wave Water MAP policy does not in any way limit the ability of reseller to advertise that "they have the lowest prices" or they "will meet or beat any competitor's price," as long as the price advertised or listed for the products is not less than MAP. Advertising to a consumer to "call or email for a better price" or "email for a coupon" is not permissible.
9. If you see a Third Wave Water product is advertised below MAP price, please email the information to [support@ThirdWaveWater.com](mailto:support@ThirdWaveWater.com). Do not lower your price to meet the non-MAP price, or you would also be in violation of this policy.
10. The terms of this MAP policy are confidential and should not be disclosed to other parties. This MAP policy has been established by Third Wave Water to help maintain the Third Wave Water brand. The MAP policy is also designed to ensure that our resellers have an incentive to sell and support Third Wave Water products.
11. Resellers who do not comply with Third Wave Water's MAP policy will lose quantity discounts. If non-compliance with MAP becomes a recurring issue, Third Wave Water may choose to terminate a Reseller.
12. Third Wave Water reserves the right to request that photographs of any of their current products be removed for whatever reason.
13. Currently Third Wave Water does not extend credit terms. All orders must be paid in full.
14. Items will not ship until payment is received in full.
15. Errors in shipping must be brought to Third Wave Water Customer Service attention within 10 business days of receipt of shipment.



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16. Third Wave Water reserves the right to change the terms of this agreement as necessary. Prices are subject to change without notice.

Table 1: Third Wave Water Price List

Item	UPC	Minimum Quantity	SRP	MAP	Wholesale Unit Price	Wholesale Case price Qty 1-4	Wholesale Unit price Qty 5-49
Classic Profile (12 pack, 1 gallon)	634840731130	10 packs (1 case)	\$15	\$14	\$9	\$90	\$80
Classic Profile (12 pack, 5 gallon)	634840731161	6 packs (1 case)	\$25	\$24	\$15	\$90	\$80
Espresso Profile (12 pack, 1 gallon)	634840731147	10 packs (1 case)	\$15	\$14	\$9	\$90	\$80
Espresso Profile (12 pack, 5 gallon)	634840731154	6 packs (1 case)	\$25	\$24	\$15	\$90	\$80