



## **Lucky Tiger, LLC Minimum advertised price policy agreement**

We truly value the efforts of all resellers who offer the sales of Lucky Tiger products.

In order to preserve its reputation for providing customers with high value products and to further enhance the Lucky Tiger brand image and its competitiveness in the market place, Lucky Tiger, LLC is instituting a minimum advertised pricing policy (MAP). This MAP policy will become effective February 1, 2016 and will apply to all distributors, wholesalers, retailers and Etailers who sell Lucky Tiger products

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

- We require that all accounts doing business on the internet have a web address of their own and sell Lucky Tiger products on said site (an individual URL, NOT a subdirectory or someone else's URL such as Amazon.com storefront)
- Resellers of our products are forbidden to list our products on ANY on-line auction site such as EBay
- This MAP policy applies to all advertisements of Lucky Tiger products listed on the MSRP schedule in any and all media, including, but not limited to, flyers posters, coupons, mailers, inserts, newspapers, magazines, catalogs, email solicitation, internet, and public signage.
- This MAP policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customer(s).
- Discounted price below 25% of MSRP is prohibited
- This MAP policy applies to only advertised prices and does not apply to the price at which Lucky Tiger products are actually sold or offered for sale to an individual consumer within a reseller's location or over the telephone. Resellers remain free to sell products at any prices they choose under these circumstances.
- This MAP policy does not establish maximum advertised prices. All retailers may offer Lucky Tiger products at any price in excess of the MSRP.
- Pricing listed on an internet site is considered an "advertised price" and must adhere to this MAP policy. Once the pricing is associated with an intent to purchase (added to the shopping cart or order), the price becomes the selling price and is not bound by this MAP policy. Statements such as "add to basket to see price", "we will match any price", "call for price", or similar phrases, are acceptable as long as the price advertised or listed for the products is not more than 25% below MSRP.



- All artwork, product descriptions, copywriting, photos, pictures or images of Lucky Tiger products, from Lucky Tiger, LLC's website or other communications, are the exclusive property of Lucky Tiger, LLC and may be used only with Lucky Tiger, LLC written approval. These materials are the sole intellectual property of Lucky Tiger, LLC and may not be rewritten or changed in any way without prior approval of Lucky Tiger, LLC.
- Distributors of Lucky Tiger, LLC products will supply a copy of this entire MAP Policy to any new or existing accounts, including e-commerce-type Retailer (s).
- Lucky Tiger, LLC will notify reseller or retailer who is in violation of this MAP policy with a five day notice to correct the violation
- Violations uncorrected beyond 5 days. The resellers /Retailer (s) in violation who do not correct the violation will be blocked from purchasing Lucky Tiger, LLC until corrections are made.
- Failure to abide by the terms of this agreement may result in termination of dealership or distributorship.

Lucky Tiger, LLC will provide authorization of use of all trademarks, photos, descriptions, marketing copy and other approved materials use of Lucky Tiger, LLC trademarks in Google Adwords, upon prior review by Brenda Leckie.

This MAP Policy is solely the decision and responsibility of Lucky Tiger, LLC. No party other than Brenda Leckie has authority to change this policy in any way. Any action executed by Lucky Tiger, LLC under this MAP Policy will be without liability to Lucky Tiger, LLC

Please refer any questions, violations or concerns to the Lucky Tiger, LLC MAP Policy Manager, Brenda Leckie.

Please indicate your understanding of this policy and your intent to be legally bound by its terms and conditions by signing and listing the name of your company below.

Return to:  
Lucky Tiger, LLC  
7025 W. Marcia Road  
Milwaukee, WI 53223

bleckie@bluecobrands.com



**Company Name:**

**Authorized representative's name:**

**Address:**

**Signature:**

**Date:**

**Website:**