



**CTCN PRODUCTS
MINIMUM ADVERTISED PRICE POLICY
("MAP Policy")**

You agree to comply with the following MAP Policy requirements and restrictions for all online sales of Products by or through You, Your website(s), or other product retailers to which You may distribute, including but not limited to, mass market retailers, related online venues, related catalogs, and any other third-party websites (e.g., amazon.com and e-Bay).

- a) The MAP for Products sold by CTCN to You and sold online by You will not be less than the lower of (i) the MAP price for each Product found at <https://oliversharvest.com/> or (ii) the current Manufacturer's Suggested Retail Price (MSRP) as communicated by CTCN to You. MAP pricing is established by CTCN and may be adjusted by CTCN at its sole discretion provided that CTCN provides a minimum of sixty (60) days prior written notice before the new MAP pricing is effective.
- b) Unless otherwise provided, this MAP Policy applies to all advertisements respecting online sales of Products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media, television, radio, and public signage.
- c) This MAP Policy is not applicable to: (i) any in-store advertising that is displayed only in the store and not distributed to any customer(s) outside of the store; or (ii) any e-mail newsletters sent to or by You to its customers.
- d) You may, in Your sole discretion, promote and advertise limited free or discounted Products to customers to generate interest in the Products.
- e) If pricing is displayed in other than a brick and mortar retail store, any strike-through or other alteration of the MAP is prohibited.
- f) MAP does not establish maximum advertised prices. You and Your dealers and sales representatives may offer Products at any price in excess of the MAP.
- g) This MAP Policy does 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 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.
- h) This MAP Policy does not apply to the price that is displayed on the website when a Product is added to a "cart" as long as the shopping cart technology does not allow a below MAP price to be displayed as a search engine result or otherwise revealed to the general public.

Intentional or repeated failure to abide by this MAP Policy may result in termination of the Agreement by CTCN. Special restrictions for e-Bay and other auction websites:

- “Buy it Now” options must be listed at a price equal to MAP or greater.
 - For auctions, the reserve and/or opening bids must start at MAP without a “Buy it Now” option.
 - Best Offer Auctions Are Not Allowed
- i) Negotiated Contracts: From time to time, with CTCN’s express written approval, which approval may not be unreasonably withheld or delayed, You may sell certain Products at below MAP pricing. The discount amount and length of time will be determined at the time of the approved promotion by CTCN, in CTCN’s sole discretion.
 - j) CTCN may run a sale from time to time and in such case the MAP will be the same as the sale price on those particular items and on those particular dates. CTCN will send out a notice to You in advance with details of the special.
 - k) You will ensure that a copy of this MAP Policy, or an edited version with substantially the same terms and conditions, will be provided to, and agreed upon, by each You customer, online retailer, or sub-distributor.

For purposes of clarity, the provisions of this MAP Policy do not apply to any sales through brick-and-mortar retail stores and only applies to sales made through online venues.

Seen and Agreed: _____, 20____.

COMPANY

By: _____

Printed Name: _____

Title: _____