



Every Man Jack Unilateral Minimum Advertised Price Policy

Presidio Brands (dba. Every Man Jack) actively supports the advertising and promotion of its products by its wholesalers and distributors through material provided by Every Man Jack at no or nominal cost. Every Man Jack has built a strong reputation and following among consumers. Every Man Jack has determined that it shall not support through advertising or promotional materials, cooperative advertising or otherwise, advertisements or promotional materials that have the effect of diminishing or detracting from the perceived value of Every Man Jack products.

Effective 3/22/2021, a Minimum Advertised Price (MAP) on all Every Man Jack product will be in effect. International accounts must reflect pricing as translated into their local currency. The policy applies only to U.S. and Canadian dealers, including authorized Every Man Jack retailers, e-tailers and distributors.

Our MAP pricing policy is intended for consumers to purchase from other resellers based on loyalty and customer care expectations. Therefore, if Every Man Jack agrees to allow your company to sell its products, you will need to abide by the following requirements and restrictions.

The MAP policy shall work under the following guidelines:

- 1) The Minimum Advertised Price for any Every Man Jack product shall not be less than the current Manufacturer's Suggested Retail Price (MSRP) as published on (Every Man Jack website) and no more than 15% off the (MSRP) during promotional time periods. Price of any bundled product will be MAP multiplied by the number of products in said bundle. MAP pricing is established by Every Man Jack and may be adjusted by Every Man Jack at its sole discretion.
- 2) The MAP policy applies to all advertisements of Every Man Jack 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.
- 3) The MAP policy is not applicable to 1) Any in-store advertising that is displayed only in the store and not distributed to any customer(s) outside of their store. 2) Any email newsletters sent to your customer database.
- 4) If pricing is displayed in other than a brick and mortar retail store, any alteration of the Minimum Advertised Price is prohibited.
- 5) MAP applies only to advertised prices and does not apply to the cost at which the product is sold to resellers. Every Man Jack distributors and sales team remain free to sell these products at any price they choose.
- 6) MAP does not establish maximum advertised prices. All resellers may offer Every Man Jack product at any price in excess of the MAP.
- 7) Presidio Brand's MAP policy does not in any way limit the ability of any reseller to advertise that "they have the lowest prices" or, they "price match", 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.

- 8) Reseller agrees to hold all trademarks and copyrights of Every Man Jack as the property of Every Man Jack and use advertising materials provided by Every Man Jack in an authorized manner only.
- 9) Upon 1st violation of MAP Policy: Reseller will receive warning and must correct violations within 48 hours. Account is put on hold. Upon 2nd or continued violation of MAP Policy: Reseller receives notice and account is put on indefinite hold. Every Man Jack does not intend to do business with resellers who degrade the image of Every Man Jack and its products.
- 10) E-Bay and Other Auction Web Sites Policy: "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.
- 11) Negotiated Contracts: At Presidio Brands discretion, it may be explicitly approved by Every Man Jack in writing to sell certain Every Man Jack products at below MAP pricing. The discount amount and length of time will be determined at the time of this approved promotion by Presidio Brands Inc.
- 12) Every Man Jack may run a promotion periodically and in such case the MAP will be the same as the sale price on those approved items and on those approved dates.
- 13) Every Man Jack will supply a copy of the Every Man Jack MAP policy to any new or existing reseller.

Unit UPC Code	Product Description	Fragrance / Description	MAP
Body.			
878639 000063	16.9oz Body Scrub	Citrus	\$ 11.49
878639 000087	16.9oz Body Wash	Cedarwood	\$ 11.49
878639 000100	16.9oz Body Wash	Sandalwood	\$ 11.49
878639 000193	16.9oz Body Wash	Eucalyptus Mint	\$ 11.49
878639 000742	16.9oz Body Wash	Natural Hemp	\$ 11.49
878639 000759	16.9oz Body Wash	Activated Charcoal	\$ 11.49
878639 000766	16.9oz Body Wash	Volcanic Clay	\$ 11.49
878639 000780	16.9oz Body Wash	Shea Butter	\$ 11.49
878639 000902	16.9oz Body Wash	Sea Salt	\$ 11.49
878639 000711	32.0oz 3 in 1 All Over Wash	Cedarwood	\$ 16.99
878639 000728	32.0oz 3 in 1 All Over Wash	Sandalwood	\$ 16.99
878639 003354	32.0oz 3 in 1 All Over Wash	Citrus	\$ 16.99
878639 003408	32.0oz 3 in 1 All Over Wash	Sea Salt	\$ 16.99
878639 006232	33.8oz Body Wash	Sandalwood	\$ 16.99
878639 006249	33.8oz Body Wash	Eucalyptus Mint	\$ 16.99
878639 006256	33.8oz Body Wash	Cedarwood	\$ 16.99
878639 003538	6.0oz 2-in-1 Body Bar	Citrus	\$ 8.49
878639 003361	6.0oz 2-in-1 All Over Bar	Sandalwood	\$ 8.49
878639 003378	6.0oz 2-in-1 All Over Bar	Cedarwood	\$ 8.49
878639 003385	6.0oz 2-in-1 All Over Bar	Sea Salt	\$ 8.49
Sport.			
878639 000940	1.5oz Sun Stick, SPF 50	Fragrance Free	\$ 14.99
878639 000957	6oz Continuous Spray, SPF 30	Fragrance Free	\$ 14.99
878639 000964	6oz Continuous Spray, SPF 50	Fragrance Free	\$ 14.99
878639 000971	6.7oz Body Lotion, SPF 30	Fragrance Free	\$ 14.99
878639 000988	3.2oz Face Shield, SPF 50	Fragrance Free	\$ 14.99
Hand.			
878639 003705	2.0oz Hand Sanitizer	Citrus	\$ 6.99
878639 003842	8.0oz Hand Sanitizer	Citrus	\$ 9.99
878639 003859	8.0oz Hand Sanitizer	Sea Salt	\$ 9.99
878639 003446	12oz Hand Wash	Citrus	\$ 8.99
878639 003439	12oz Hand Wash	Sandalwood	\$ 8.99
878639 003637	12oz Hand Wash	Sea Salt	\$ 8.99
Deodorant.			
878639 000155	2.7oz Deodorant	Volcanic Clay	\$ 9.99
878639 000162	2.7oz Deodorant	Activated Charcoal	\$ 9.99
878639 003415	2.7oz Deodorant	Sea Salt	\$ 9.99
878639 000216	3.0oz Deodorant	Cedarwood	\$ 9.99
878639 000223	3.0oz Deodorant	Citrus	\$ 9.99
878639 000230	3.0oz Deodorant	Sandalwood	\$ 9.99
878639 000285	3.0oz Deodorant	Fragrance Free	\$ 9.99
878639 000292	3.0oz Deodorant	Fresh Scent	\$ 9.99
878639 000803	3.5oz Dry Spray Deodorant	Cedarwood	\$ 10.49
878639 000810	3.5oz Dry Spray Deodorant	Sandalwood	\$ 10.49
Skin.			
878639 000353	4.2oz Charcoal Face Scrub Skin Clearing	Fragrance Free	\$ 9.99
878639 000391	5.0oz Charcoal Face Wash Skin Clearing	Fragrance Free	\$ 9.99

878639 000438	30 CT. Activated Charcoal Face Wipes	Fragrance Free	\$ 10.49
878639 000667	4.2oz Activated Charcoal Face Mask + Scrub	Fragrance Free	\$ 9.99
878639 000544	4.2oz Face Lotion	Sandalwood	\$ 9.99
878639 000551	4.2oz Face Lotion	Natural Menthol	\$ 9.99
878639 000568	4.2oz Face Lotion	Fragrance Free	\$ 9.99
878639 000575	5.0oz Face Scrub	Natural Menthol	\$ 9.99
878639 000384	5.0oz Face Wash	Natural Menthol	\$ 9.99
878639 000582	5.0oz Face Scrub	Fragrance Free	\$ 9.99
878639 000605	0.5oz Triple Action Eye Cream Age Defy	Fragrance Free	\$ 11.99
878639 000612	1.7oz Wrinkle Reducing Facial Moisturizer Age Defy	Fragrance Free	\$ 11.99

Razor.

878639 001503	Razor Chrome (Includes 4 Cartridges) - transitioning to 2 cart.	N/A	\$ 22.99
878639 001510	Razor Black (Includes 4 Cartridges) - transitioning to 2 cart.	N/A	\$ 22.99
878639 001565	4 pk Razor Cartridges Sensitive	N/A	\$ 13.99

Shave.

878639 000476	6.7oz Shave Cream	Fragrance Free	\$ 8.99
878639 001824	6.7oz Shave Cream	Natural Menthol	\$ 8.99
878639 001848	6.7oz Shave Cream	Activated Charcoal	\$ 8.99
878639 000421	7.0oz Shave Gel	Fragrance Free	\$ 8.49
878639 001909	7.0oz Shave Gel	Natural Menthol	\$ 8.49
878639 001923	7.0oz Shave Gel	Activated Charcoal	\$ 8.49

Hair.

878639 001046	13.5oz 2-in-1 Daily Shampoo	Citrus	\$ 12.49
878639 001077	13.5oz Daily Shampoo	Signature Mint	\$ 12.49
878639 001107	13.5oz 2-in-1 Thickening Shampoo	Tea Tree	\$ 12.49
878639 001152	13.5oz 2-in-1 Daily Shampoo	Sandalwood	\$ 12.49
878639 001176	13.5oz 2-in-1 Anti-Dandruff Shampoo	Natural Menthol	\$ 12.49
878639 001282	13.5oz 2-in-1 Purifying Shampoo	Activated Charcoal	\$ 12.49

Styling

878639 003484	3.4oz Fiber Cream	Fragrance Free	\$ 14.99
878639 003460	3.4oz Styling Clay	Fragrance Free	\$ 14.99
878639 003477	3.4oz Thickening Paste	Tea Tree	\$ 14.99
878639 003491	3.4oz Grooming Cream	Fragrance Free	\$ 14.99

Beard.

878639 001015	1.0oz Beard Oil	Sandalwood	\$ 12.99
878639 003675	1.0oz Beard Oil	Sea Salt	\$ 12.99
878639 001022	4.0oz Beard Butter	Sandalwood	\$ 12.99
878639 003699	4.0oz Beard Butter	Sea Salt	\$ 12.99
878639 001053	6.7oz Beard + Face Wash	Sandalwood	\$ 12.99
878639 003682	6.7oz Beard + Face Wash	Sea Salt	\$ 12.99
878639 001619	6.7oz Beard Conditioner	Sandalwood	\$ 12.99
878639 001404	2.0oz Beard Balm	Sandalwood	\$ 12.99

