

Policy Regarding Minimum Advertised Pricing (MAP)

In order to preserve its reputation for providing customers with high value products and strong after-sales support, and to further enhance the RADIUS brand image and its competitiveness in the marketplace, RADIUS is instituting a policy of minimum advertised price standards for RADIUS products. This Minimum Advertised Pricing Policy (“MAP Policy”) will become effective March 1, 2019 and will apply to distributors and retailers, including catalogs and internet retailers (collectively, “Resellers”), who resell RADIUS products to end users located in the United States and Canada.

RADIUS greatly values the efforts of all Resellers to distribute RADIUS products and support our customers. This MAP Policy is adopted for the benefit of all Resellers and will be uniformly enforced.

This MAP Policy shall work under the following guidelines:

1. RADIUS will, from time to time, publish and distribute a Schedule of Manufacturer’s Suggested Retail Prices (“MSRP Schedule”), which may be amended or adjusted by RADIUS at any time in its sole discretion. The MSRP Schedule will identify the effective date, the subject products, and the manufacturer’s suggested retail price (“MSRP”) for those products. Advertisement of a product identified in the MSRP Schedule more than **15%** below the MSRP is a violation of this MAP Policy, unless explicitly approved by RADIUS in writing. RADIUS products not specifically identified in the MSRP Schedule are not subject to this MAP Policy. The initial MSRP Schedule is enclosed. Any supplemental and/or subsequent MSRP Schedules issued by RADIUS are subject to this MAP Policy.
2. This MAP Policy applies to all advertisements of RADIUS products listed on the MSRP Schedule in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, e-mail newsletters, e-mail solicitations, internet or similar electronic media, television, radio, 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).
3. The inclusion in advertising of free or discounted products (whether made by RADIUS or another manufacturer) with a product covered by this MAP Policy is contrary to this MAP Policy if it has the effect of discounting the advertised price of the covered RADIUS product more than **15%** below the MSRP.
4. If pricing is displayed, any strike-through or other alteration of the MSRP that is paired with a discount price more than **15%** below the MSRP is prohibited. Please see EXHIBIT A for full list of SRPs.
5. This MAP Policy applies only to advertised prices and does not apply to the price at which RADIUS products are actually sold or offered for sale to an individual consumer within Resellers’ retail location or over the telephone. Resellers remain free to sell these products at any prices they choose under these circumstances.
6. This MAP Policy does not establish maximum advertised prices. All Resellers may offer RADIUS products at any price in excess of the MSRP.
7. Internet auctions may not display or have reserved bid or other acceptable prices more than **15%** below the MSRP unless authorized by RADIUS.

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 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 phrases of similar import are acceptable as long as the price advertised or listed for the products is not more than **15%** below the MSRP. In addition, discounts applied at checkout to the entire



order based on a customer’s purchasing history with the Reseller, such as discounts for “frequent shoppers”, do not violate this MAP Policy.

1. This MAP Policy is solely within RADIUS’ discretion and authority acting through the duly authorized managers of RADIUS. No employee or sales representative of RADIUS has any authority to discuss, modify or grant exceptions to this MAP Policy. Any representation or action by any employee, sales representative or persons not specifically authorized to discuss, modify or grant exceptions to this MAP Policy under this paragraph is unauthorized and invalid. All questions about this MAP Policy should be in writing and directed via U.S. Mail to MAP Policy Administrator, RADIUS, 207 Railroad Street, Kutztown PA 19530 or via e-mail to contact@madebyradius.com who will respond only in writing. No oral communications about this MAP Policy are authorized. The MAP Policy Administrator shall be solely responsible for determining whether a violation of the policy has occurred, communicating decisions to Resellers regarding the policy, and receiving any communications regarding sanctions imposed under this MAP Policy. Any action taken by RADIUS under this MAP Policy shall be without liability to RADIUS.
2. From time to time, RADIUS may choose to offer special promotions on certain products. In such an event, we reserve the right to modify or suspend this MAP Policy in whole or in part by notifying all Resellers of the duration and nature of the change. RADIUS further reserves the right to adjust the MSRP with respect to all or certain products at its sole discretion. Such changes shall apply equally to all Resellers.
3. Failure to abide by this MAP Policy will result in sanctions unilaterally imposed by RADIUS. The level of sanctions will be determined by RADIUS in its sole discretion and may include indefinite termination of dealership or distributorship. RADIUS need not provide prior notice or issue warnings before taking any action under this MAP Policy. The non- enforcement of this MAP Policy in any instance shall not be deemed a waiver of RADIUS’ right to strictly enforce it at any time.

This MAP Policy has been established by RADIUS to help ensure the legacy of RADIUS as a top producer of premium products and to protect the reputation of its name and products. This MAP Policy is also designed to avoid destructive intra-brand conflict and to ensure that dealers and distributors have the incentive to invest resources into services for RADIUS customers.

RADIUS MAP PRICE LIST						
SKU	TOOTHBRUSH	UPC	MSRP	MAP Eaches	MAP 3 pks	MAP 6 pks
013	Toothbrush, Pure Baby (6 mo. +), Ultra Soft	085178004623	\$3.99	\$3.39	\$10.17	\$20.35
014	Toothbrush, Totz (18 mo. +), Extra Soft	085178004630	\$3.99	\$3.39	\$10.17	\$20.35
015	Toothbrush, Totz Plus (3 yrs. +), Silky Soft	085178004678	\$4.49	\$3.82	\$11.45	\$22.90
010	Toothbrush, Kidz (6 yrs. +), Right Hand	085178110010	\$4.99	\$4.24	\$12.72	\$25.45
100	Toothbrush, Original Right Hand	085178001004	\$9.99	\$8.49	\$25.47	\$50.95
101	Toothbrush, Original Left Hand	085178001011	\$9.99	\$8.49	\$25.47	\$50.95
103	Toothbrush, SCUBA Right Hand	085178001035	\$9.99	\$8.49	\$25.47	\$50.95
104	Toothbrush, SCUBA Left Hand	085178001042	\$9.99	\$8.49	\$25.47	\$50.95
154	Toothbrush, Source SuperSoft	085178000922	\$9.99	\$8.49	\$25.47	\$50.95
150	Toothbrush, Source Soft	085178000908	\$9.99	\$8.49	\$25.47	\$50.95
151	Toothbrush, Source Medium	085178000915	\$9.99	\$8.49	\$25.47	\$50.95

133	Replacement Head 2-Pack, SuperSoft	085178000694	\$6.99	\$5.94	\$17.82	\$35.65
131	Replacement Head 2-Pack, Soft	085178001318	\$6.99	\$5.94	\$17.82	\$35.65
132	Replacement Head 2-Pack, Medium	085178001325	\$6.99	\$5.94	\$17.82	\$35.65
160	Toothbrush, Tour Travel, Soft	085178004685	\$6.99	\$5.94	\$17.82	\$35.65
SKU	TOOTHPASTE	UPC	MSRP	MAP Eaches	MAP 3 pks	MAP 6 pks
PSTC-501	Toothpaste, USDA Organic Children's, Coconut Banana, 3 oz	085178005316	\$7.99	\$6.79	\$20.37	\$40.75
PSTA-502	Toothpaste, USDA Organic Mint Aloe Neem, 3 oz	085178005323	\$7.99	\$6.79	\$20.37	\$40.75
PSTA-503	Toothpaste, USDA Organic Ginger Citrus Whitening, 3 oz	085178005330	\$7.99	\$6.79	\$20.37	\$40.75
PSTC-504	Organic Children's Gel Toothpaste - Dragon Fruit (3 oz)	085178005347	\$7.99	\$6.79	\$20.37	\$40.75
PSTA-505	Organic Gel Toothpaste - Matcha Mint (3 oz)	085178005354	\$7.99	\$6.79	\$20.37	\$40.75
PSTA-506	Organic Gel Toothpaste - Clove Cardamom (3 oz)	085178005361	\$7.99	\$6.79	\$20.37	\$40.75
SKU	HOME CARE ACCESSORIES	UPC	MSRP	MAP Eaches	MAP 3 pks	MAP 6 pks
DOC4	the DOC: toothbrush/razor suction holder	085178006474	\$6.99	\$5.94	\$11.88	\$23.77
SKU	FLOSS	UPC	MSRP	MAP Eaches	MAP 3 pks	MAP 6 pks
705	Floss, Natural Biodegradable Silk, 33yd	085178001851	\$3.99	\$3.39	\$10.17	\$20.35
706	Floss, Vegan Xylitol Cranberry, 55yd	085178001844	\$3.99	\$3.39	\$10.17	\$20.35
707	Floss, Vegan Xylitol Mint, 55 Yds	085178001868	\$3.99	\$3.39	\$10.17	\$20.35
710	Floss Sachets, Natural Biodegradable Silk	085178001950	\$3.99	\$3.39	\$10.17	\$20.35
711	Floss Sachets Vegan Xylitol Cranberry	085178001967	\$3.99	\$3.39	\$10.17	\$20.35
712	Floss Sachets, Vegan Xylitol Mint	085178001974	\$3.99	\$3.39	\$10.17	\$20.35
SKU	TRAVE CASES	UPC	MSRP	MAP Eaches	MAP 3 pks	MAP 6 pks
806	Travel Case, Original/SCUBA Toothbrush	085178000380	\$3.99	\$3.39	\$10.17	\$20.35
807	Travel Case, Standard Toothbrush	085178000397	\$3.99	\$3.39	\$10.17	\$20.35
808	Travel Case, Razor	085178000403	\$3.99	\$3.39	\$10.17	\$20.35
809	Travel Case, Soap	085178000410	\$3.99	\$3.39	\$10.17	\$20.35
812	Travel Case, Tampon Compact/Condom	085178000441	\$3.99	\$3.39	\$10.17	\$20.35
813	Travel Case, Tampon - full size	085178000458	\$3.99	\$3.39	\$10.17	\$20.35
SKU	GIFT BOXES	UPC	MSRP	MAP Eaches	MAP 3 pks	MAP 6 pks
650	RADIUS Original Right Hand/Doc/Original Case	085178006504	9.99	\$8.49	\$25.47	\$50.95
651	RADIUS Original Left Hand/Doc/Original Case	085178006528	9.99	\$8.49	\$25.47	\$50.95
652	RADIUS Source Soft/Doc/Original Case	085178006511	9.99	\$8.49	\$25.47	\$50.95
SKU	CANINE DENTAL KITS AND TOOTHPASTE	UPC	MSRP	MAP Eaches	MAP 4 pks	
PN801	Canine Organic Dental Solutions Kit, Puppy	085178080016	12.99	\$11.04	\$33.12	
PN802	Canine Organic Dental Solutions Kit, Adult	085178080023	12.99	\$11.04	\$33.12	
PN803	Canine Organic Dental Solutions Kit, Senior	085178080030	12.99	\$11.04	\$33.12	
PN804	Toothpaste, USDA Organic Canine Toothpaste	085178080078	15.89	\$13.51	\$40.52	