



Teelah, Corp., 1650 63<sup>rd</sup> St. Brooklyn, NY 11204  
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## **Minimum Advertised Pricing Policy Agreement**

Effective January 1, 2017, a Minimum Advertised Price (MAP) on all Teelah products will be in effect.

Teelah has built a brand with strong recognition and a high perceived value. By not adhering to the established Minimum Advertised price (MAP) a reseller can have a dramatic effect of diminishing from the perceived value of the Teelah brand and its products. Therefore, all resellers must abide by the following requirements and restrictions.

The MAP policy shall work under the following guidelines:

- 1) The Minimum Advertised price on all Teelah products will be as published on the Teelah price sheet. MAP pricing is established by Teelah and may be adjusted by Teelah at its sole discretion.
- 2) The MAP for all Teelah products shall be no more than the MSRP provided on the Teelah Price Sheet.
- 3) The MAP policy applies to all advertisements of Teelah products in all media, including, but not limited to, flyers, posters, coupons, mailers, inserts newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, Internet or similar electronic media, television, radio, and public signage. The MAP policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customer(s).
- 4) MAP applies only to advertised prices and does not apply to the price at which all the products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone.
- 5) Negotiated contracts: From time to time it may be explicitly approved by Teelah in writing to sell certain Teelah products at below MAP pricing. The discount amount and length of time will be determined at the time of this approved promotion by Teelah.
- 6) Teelah may run a sale from time to time and in such case the MAP will be the same as the sale price on those items and on those particular dates. Teelah will send out a notice in advance on the details of this special.