



Puppy Cake, LLC | 136 S Jackson St, Building 2 | Evans City, PA 16033 | 412-943-7250

Puppy Cake LLC

Puppy Cake LLC has determined that it would be beneficial to adopt a minimum advertised price (MAP) policy. This MAP policy is designed to maintain price integrity for Puppy Cake LLC products. Effective, 1st July 2018, a minimum advertised price on all of Puppy Cake LLC products will be in effect. This policy has been unilaterally adopted by Puppy Cake LLC and will be uniformly enforced for all of its products.

This MAP policy covers all of Puppy Cake LLC dealers and distributors located in the United States. Although dealers and distributors remain free to establish their own resale prices, Puppy Cake LLC will, without assuming any liability, unilaterally impose sanctions as described in this policy against dealer or distributor who advertise Puppy Cake LLC at prices below those specified. Reseller shall not promote, market, advertise, offer to sell or sell any product on or through any online marketplace or auction service (i.e. Ebay, Amazon or like websites), except as may be expressly consented to by Puppy Cake LLC in writing and in advance, it being understood that Puppy Cake LLC may withdraw its consent at any time.

Puppy Cake LLC will not discuss any conditions of acceptance related to this MAP policy, as it is non-negotiable, and will not be altered for any dealer or distributor. Puppy Cake LLC neither solicits, nor will it accept, any assurance of compliance with this MAP policy. Nothing in this MAP policy or in any other contract or agreement with Puppy Cake LLC shall constitute an agreement between Puppy Cake LLC and a dealer or distributor that a dealer or distributor will comply with this MAP policy.

Minimum Advertised Pricing (MAP)

MAP pricing for all Puppy Cake LLC products is \$1.00 less than the MSRP and must be limited to sales 14 days or less. All advertised prices must be at or above MAP for all Puppy Cake LLC products. Although resellers remain free to establish their own resale prices, Puppy Cake LLC reserves the right to cancel all orders and indefinitely refuse to accept any new orders from any reseller whose net retail sales price is less than the current MAP retail price established by Puppy Cake LLC.



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Item	MSRP	MAP
Peanut Butter Cake Mix	\$6.99	\$5.99
Carob Cake Mix	\$6.99	\$5.99
Red Velvet Cake Mix	\$6.99	\$5.99
Banana Cake Mix	\$6.99	\$5.99
Pumpkin Cake Mix	\$6.99	\$5.99
Maple Bacon Ice Cream Mix	\$6.99	\$5.99
Peanut Butter Ice Cream Mix	\$6.99	\$5.99
Carob Ice Cream Mix	\$6.99	\$5.99
Vanilla Ice Cream Mix	\$6.99	\$5.99
Candy Cane Ice Cream Mix	\$6.99	\$5.99
Smart Scoops Pumpkin Ice Cream	\$7.99	\$6.99
Smart Scoops Blueberry Ice Cream	\$7.99	\$6.99
Holiday Cookie Mix	\$6.99	\$5.99
Carob Chip Cookie Mix	\$6.99	\$5.99
Puppy Chillerz	\$4.99	\$3.99
Peanut Butter Cheesecake Mix	\$7.99	\$6.99
Salted Caramel Cheesecake Mix	\$7.99	\$6.99

This Puppy Cake LLC MAP Policy and Confirmation Agreement is made on this date of _____, by and between, Puppy Cake LLC and _____.

Puppy Cake LLC places great value on the efforts of all resellers to represent our products and support their customers. Our MAP policy is intended to encourage competition for the sale of Puppy Cake LLC products in a manner that is consistent with the long-term interests of our customers. We are sure that you share our commitment to customer satisfaction and as such, we ask that you acknowledge by signing this MAP confirmation agreement.

Thank you for your prompt attention to this matter, and your continued support for Puppy Cake LLC products.



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Read and Understood:

Authorized Reseller (Company Name)

Name _____

City _____ State _____ Zip _____

Web URL _____

Authorized Reseller Representative

Title _____ Date _____

Email _____ Phone _____