



UP COUNTRY MAP PRICING POLICY AGREEMENT

Up Country Inc., a US based manufacturer of pet products, is a fast growing company with customers around the world. We recognize that our success is tied to the success of our wholesale customers. We also know that many of our customers invest significant time and resources to deliver an extraordinary customer experience. We want to protect their ability to do so, while at the same time discouraging price-based advertising that would be detrimental to our customers service and support efforts. As a result, Up Country inc has established this Minimum Advertised Price ("MAP") Policy. Up Country, in it's sole discretion, reserves the right to discontinue doing business with any reseller that advertises any product(s) covered by this MAP Policy at a price lower than the MAP.

The MAP Policy applies to advertised prices, not the price at which MAP Products are actually sold or offered for sale to an individual in a store or over the telephone.

GUIDELINES

The MAP Policy applies to all advertisements of MAP products in any and all media, including but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio, and public signage, as well as Internet sites, social media sites, apps or any other electronic media.

The MAP policy does not apply to solely on premise or instore advertising that is not distributed to customers.

Website features such as "click for price", automated "bounce-back" pricing e-mails, pre-formatted e-mail responses, forms, and automatic price display for any items prior to being placed in a customer's shopping cart, and other similar features are considered to be communications initiated by the customer and thereby constitute "advertising" under this MAP Policy.

This MAP Policy also applies to any activity which Up Country determines, in it's sole discretion, is designed or intended to circumvent the intent of the MAP Policy, such as solicitations for 'group purchases' and the like.

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POLICY ENFORCEMENT

Up Country Inc. reserves the right to cancel any pending orders, restrict future orders, or suspend customers account if Up Country reasonably believes:

1. A customer has violated the provisions of this policy or
2. A customer intends to violate this policy.

Up Country's MAP policy administrator is solely responsible for determining whether a violation of the MAP Policy has occurred, as well as determining appropriate sanctions.

Up Country monitors the advertised prices of customers and customers are expected to provide reasonable cooperation in investigations regarding possible MAP Policy violations.

The MAP Policy will be enforced by Up Country in its sole discretion and without notice. Violations of this policy may result in any of the aforementioned sanctions up to and including termination of our business relationship, as well as any available remedies at law.

MAP prices on next page



| Up Country Items | MAP | Up Country Items | MAP |
|---------------------------|------|---------------------------------|---------|
| Dog Collars | \$20 | Keyrings | \$10 |
| Leashes 6' | \$21 | Cat Toys | \$8 |
| Dog Leashes 4' | \$20 | Futons M | \$80 |
| Dog Harnesses Nar Xs-Med | \$30 | Futons L | \$90 |
| Dog Harnesses Wide Med-XI | \$35 | Futons XI | \$100 |
| Comfort Leads | \$20 | Comfort Mats S | \$45 |
| Double Sided Leashes | \$30 | Comfort Mats M | \$50 |
| Coats Sz 8-14 | \$44 | Comfort Mats L | \$60 |
| Coats Sz 16-24 | \$48 | Chicken Crips Canisters | \$18 |
| Sweaters | \$35 | Peanut Butter Oatmeal Canisters | \$12.50 |
| Teacup Collars | \$12 | Wedding Ribbon Collars | \$25 |
| Teacup Harnesses | \$25 | Rose Ruffs Xs, S, M | \$44 |
| Teacup Leads | \$13 | Rose Ruffs L, XI | \$50 |
| Cat Collars | \$9 | Daisy Chain | \$70 |
| Cat Harness & Lead Set | \$15 | Rosebud Rings Xs, S Only | \$50 |
| Velvet Ruffs Xs-S | \$15 | Rose Rings M,L, XI Only | \$70 |
| Velvet Ruffs M-L | \$16 | Dog Treat Boxes | \$27 |
| Velvet Ruffs XI | \$17 | Cat Treat Boxes | \$24 |
| Xmas Stockings | \$18 | Leash Holders | \$30 |