

EzyDog MAP Policy

EzyDog LLC actively supports the advertising and promotion of its products by its dealers, distributors and resellers. Effective October 1, 2011, a NEW Minimum Advertised Price (MAP) on all EzyDog products will be in effect. This policy applies only to U.S. and Canadian dealers and sales representatives. We have implemented this MAP policy to preserve our strong reputation for providing customers with high value products and valued after sales support. We greatly appreciate the efforts of all resellers to distribute our products and support their customers.

The MAP policy shall work under the following guidelines:

- a. The MAP for EzyDog products shall be ten percent (10%) less than the Manufacturers Suggested Retail Price ("MSRP") listed on EzyDog's most recent price sheets for dealers, distributors, and retailers.
- b. The MAP policy applies to ALL advertisements of EzyDog products in ANY and ALL media. The MAP policy is not applicable to any in-store advertising that is not distributed to any end customer. Free shipping and/or handling or free financing promotions do not violate the MAP policy.
- c. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the reseller's retail location or over the telephone. EzyDog dealers, distributors and resellers remain free to sell these products at any prices they elect.
- d. A "click for price" button on a website that displays a price lower than MAP is a violation of this policy.
- e. From time to time, EzyDog may discontinue models or engage in promotions with respect to certain products. In such events, EzyDog reserves the right to modify or suspend the MAP with respect to the affected products upon notice of such change. MAP pricing is established by EzyDog and may be adjusted at any time by EzyDog in its sole discretion upon notice by EzyDog. EzyDog further reserves the right to unilaterally suspend, amend, or adjust the MAP at any time with respect to all or certain products in its sole discretion upon seven (7) days advance written notice. Such changes shall apply equally to all EzyDog dealers, distributors, and retailers.
- f. A first infraction for failure to follow this MAP policy will result in a warning and a five (5) day opportunity to correct advertised pricing. Thereafter, if dealer, distributor, or retailer fails to do so, or if a second infraction occurs, EzyDog may unilaterally and without further warning, discontinue selling products to and terminate its business relationship with such dealer, distributor, or retailer.
- g. I hereby agree that I have read the EzyDog MAP policy and agree to abide by all requirements outlined said policy:

Business Name: _____

URL: _____

Name: _____ Date: _____

Signature: _____