



Minimum Advertised Price Policy

Effective September 1, 2019.

WO has enacted and will enforce a Minimum Advertised Price (MAP) policy. This policy applies to any retailer who operates a Brick & Mortar (B&M) or online retail space (via their web site or a 3rd party site). MAP Prices are listed on page 2 of this document.

All online retailers must first be approved to be an authorized dealer of WO dog toys before product is listed on their site or any 3rd party web sites.

All authorized retailers (B&M or online) agree to adhere to the following policies. If the retailer does not comply with the outlined policies, they will receive a series of warnings and if they do not comply will no longer be an authorized WO retailer.

- All online retailers must be approved by WO prior to product listings.
- All retailers must adhere to the online retail pricing as provided by their contact at WO.
 - If the B&M retailer also operates an e-commerce store, the e-commerce pricing for the B&M retailers (for their website only) can match the B&M MAP pricing guidelines.
 - If the retailer is an 'online only' retailer, they must follow the 'online only' pricing.

In the event that a MAP violation is noticed, the following steps will be taken.

- First violation: Online retailer will receive a written warning, with attached policy and price list and have a maximum of 3 business days to comply with the policy.
- Second violation: Online retailer will be receive a written warning and will be halted from receiving products for a period of 30 days, in which time a meeting between WO and retailer representatives will meet to discuss next steps.
- Third violation: Online retailer will receive a written letter and will be halted from receiving WO for a period of 12 months, after which they may apply again to become an authorized retailer.

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WO PLAY

	Brick & Mortar MAP Price	Online only MAP Price
Ball	\$12.99	\$14.99
Small Bone	\$12.99	\$14.99
Large Bone	\$16.99	\$18.99
Disc	\$16.99	\$18.99

WO WILD

	Brick & Mortar MAP Price	Online only MAP Price
Lion	\$14.99	\$16.99
Octopus	\$14.99	\$16.99
Fish	\$14.99	\$16.99
Elephant	\$14.99	\$16.99
Giraffe	\$14.99	\$16.99
Turtle	\$14.99	\$16.99

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