



Leather Brothers Inc. MAP Policy

Below you will find the guidelines for Leather Brother's Minimum Advertised Price Policy (MAP Policy). This policy is for retailers of all types including catalog and internet resellers. The MAP pricing structure is Dealer price x **1.5**.

MAP Policy Guidelines:

1. The MAP Policy does not allow resellers to advertise a price that is below **Dealer x 1.5**.
2. The MAP Policy does not restrict the reseller's ability to advertise or charge a higher price than **Dealer x1.5**.
3. This policy applies to all media including printed media of any type and electronic media of any type including but not limited to: flyers, posters, signs, newspapers, magazines, email, websites, texts, radio and television.
4. Any price displayed cannot have a strike-through or alteration.
5. Leather Brothers reserves the right to make changes to this policy. Occasionally products may be exempt from this policy for different reasons like: being discontinued or a new product that is being introduced to the market.
6. Violations of the MAP Policy must be corrected within 72 hrs. Repeated violations could result in your account being placed on hold.
7. This MAP Policy is solely enforced and the responsibility of Leather Brothers or our appointees.
8. Any action or conversation that claims to modify this agreement is unauthorized and invalid.
9. This policy will apply to all Leather Brother's customers and anyone that buys our products from any of our distributors, customers or affiliates.
10. Comments and questions about this policy should be made by email only to info@leatherbrothers.com.

Name: _____

Company Name: _____

Signature: _____

Date: _____