

**HARRIS TEA® CO.**  
**MINIMUM ADVERTISED PRICE ("MAP")**

Harris Tea Co. ("Harris Tea") wishes to maintain a marketplace that views its products as unique, high quality, and desirable; and is fair and competitive for all its customers. To this end, Harris Tea has adopted a Minimum Advertised Price (MAP) Policy which applies uniformly to all dealers, distributors, and resellers. The policy applies to all forms of advertising regarding Tea products, including but not limited to retail websites, other internet sales channels, social media marketing, unsolicited email marketing, print, radio, television, newspapers, mail order catalogs, and any other form of out-of-store advertising.

The MAP Policy only concerns advertised prices and does not pertain to any actual sale price of Tea products. Dealers, distributors, and resellers retain the right to establish their own selling price of Tea products.

- All Harris Tea price sheets will clearly list the manufacturer's suggested retail price (MSRP) and minimum advertised price (MAP) for all Tea Products. These price sheets will be distributed to all customers and will be available by request. Any changes to pricing including MAP will be communicated to Harris Tea dealers and distributors.
- It will be the responsibility of Harris Tea distributors to communicate the Harris Tea MAP policy to all third-party dealers ordering Tea products. Harris Tea distributors shall take action against any of its customers who violate this MAP Policy as directed by Harris Tea, including cancel existing orders and/or refuse new orders.
- Any advertised price that lists Harris Tea below the specified MAP price will be considered in violation of the MAP policy. Any and all shipping costs, taxes, or other fees are not considered to be part of the advertised prices of Tea products.
- Any package deals offering Tea Products bundled with any product (including other Tea Products) may not be advertised for a lower price than the original Harris Tea MAP price, or combined MAP prices.
- Attempts to hide the actual selling price of Tea Products will be considered a violation of the MAP policy. Even if the selling price of an item is at or above the MAP price, hidden prices will be considered a violation. "Add to Cart to see price," "Click or call for price," "log in to see price" or other terms will be considered a violation.
- The inclusion in advertising of any free products or discounted product with a product covered by this Policy would be contrary to this Policy if it has the effect of discounting the advertised price of the included Tea Products below MAP.
- Harris Tea dealers & distributors are strictly prohibited from selling Tea Products directly to Amazon.com, Inc., Walmart Inc., or any other marketplace owner/operator without express written authorization from Harris Tea.

- Harris Tea dealers & distributors are strictly prohibited from selling Tea Products on ecommerce marketplaces, auction sites, and social media sites including but not limited to Amazon.com, Walmart.com, eBay.com, Facebook, or Instagram without express written authorization from Harris Tea.
- Harris Tea distributors must obtain express written authorization from Harris Tea prior to selling Tea Products to or authorizing the sale of Harris Tea products by 3rd party dealers who intend to resell the products on ecommerce marketplaces or auction sites, including but not limited to Amazon.com, Walmart.com and eBay.com.
- Harris Tea retains the right, at its unilateral discretion, to act as it sees fit regarding customers found to be in violation of our MAP policy. **This is a zero-tolerance policy** and Harris Tea, without assuming any liability, reserves the right to cancel existing orders and/or refuse new orders from any customer in violation of the Harris Tea MAP Policy.
- Harris Tea retains the right to change MSRP and MAP pricing on any item at its sole discretion.