



MINIMUM ADVERTISED PRICE AND POLICIES

Good Clean Love MAP policy states that all retailers selling on the Internet maintain an advertised pricing structure. The Minimum Advertised Price for Products are:

MINIMUM ADVERTISED PRICE (MAP)

PRICING MATRIX

- A. The MAP Policy shall apply to Internet Retailers and any Drop Shippers or Third-Party Fulfillment Centers used by Internet Retailers approved by Good Clean Love. The minimum prices for all Good Clean Love Products ("Minimum Advertised Price") shall be listed on each Good Clean Love Price List. Minimum Advertised Prices may be adjusted by Good Clean Love from time to time, at its sole discretion.
- B. The MAP Policy applies to all advertisements of Good Clean Love Products over the Internet or similar electronic media including websites, email newsletters, and email solicitations. No such advertisement will represent or imply that any Product may be sold by an Internet Retailer Sub Distributor or Fulfillment Center for less than the full Minimum Advertised Prices.
- C. "Bundling" or including a free or discounted product (whether made by Good Clean Love or another manufacturer) with a Good Clean Love Product would violate this MAP Policy and is not permitted.
- D. For multipack offers the MAP of the multipack is the quantity of SKU(s) in the multipack multiplied by the respective MAP of the SKU(s) that comprise said multipack.
- E. Any strike-through or other alteration of the Minimum Advertised Price is prohibited.
- F. The MAP Policy does not establish maximum advertised prices. All Internet Retailers, Drop Shippers or Third-Party Fulfillment Centers may offer Good Clean Love Products at any price in excess of the Minimum Advertised Price. Internet auctions may not display or have reserved bid, "buy it now" or other acceptable prices below the Minimum Advertised Price.
- G. The MAP Policy does not in any way limit the ability of any Internet Retailer, Drop Shippers or Third-Party Fulfillment Centers to advertise that "they have the lowest prices" or, they "will meet or beat any competitor's price," that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for Products is not less than Minimum Advertised Price.
- H. In the case of a violation of MAPs or a violation of the Conditions For Use of Drop Shippers and Third-party Fulfillment Centers the following actions will be taken by Good Clean Love against the Internet Retailer
- 1st Violation: Send warning. Request to abide by MAPs within 5 days. No hard action taken.
 - 2nd Violation: Send warning. Request to abide by MAPs within 24 hours. Remove purchasing privileges until prices are adjusted.
 - 3rd Violation: Send warning. Request to abide by MAPs within 24 hours. Remove purchasing privileges for 30 days.
 - 4th Violation: Send warning. Remove purchasing abilities permanently. Internet Retailer has 48 hours to remove all listings of Product within all of their online catalogs. Failure to remove such listings will result in Good Clean Love taking legal recourse to resolve the matter. INIMUM ADVERTISED PRICE (MAP)

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PRICING MATRIX

Product #	Description	Item UPC Number	Wholesale Price	Retail Price	Online MAP price
112963	Personal Lubricant Almost Naked 4oz	893268000604	\$8.00	\$15.99	\$11.99
153408	Personal Lubricant Almost Naked 1.5oz	893268000109	\$5.00	\$9.99	\$7.50
112964	Personal Lubricant Cinnamon Vanilla 4oz	893268000598	\$8.00	\$15.99	\$11.99
153411	Personal Lubricant Cinnamon Vanilla 1.5oz	893268000239	\$5.00	\$9.99	\$7.50
157877	Restore Moisturizing Lubricant 2oz	893268000222	\$10.00	\$19.99	\$14.99
157878	Balance Moisturizing Wash 4oz	893268000772	\$7.00	\$13.99	\$10.50