

## **i play., Inc. Minimum Advertised Pricing Policy**

i play., Inc. supports and encourages the advertising of its products by all retailers and sales representatives. Educating consumers and retailers about the safety and value of our products has been a constant focus in our 35-year history. i play., Inc. has a Minimum Advertised Price (MAP) policy on all products. This policy applies to all online and brick-and-mortar retailers and sales representatives in the United States.

The MAP policy is necessary to preserve our value-based relationship with all current and future retailers and encourage the continued diversity in our retail base.

Our MSRP is listed to protect our brand and to support our authorized retailers. The minimum advertised price (“MAP”) is 20% off the MSRP, including all online listings. i play., Inc. may terminate any account who discounts below the MAP for any reason other than authorized close outs, flash sales and/or promotional events approved in writing in advance by i play., Inc.

The i play., Inc. MAP policy:

1. The MAP for all i play., Inc. products is 20% less than the published MSRP. MAP pricing may be adjusted by i play., Inc. at its sole discretion.
2. The most current published MSRP can be found online at [iplaybaby.com](http://iplaybaby.com), or by contacting our Customer Care Team: [customercare@iplaybaby.com](mailto:customercare@iplaybaby.com)
3. The MAP policy applies to all advertisements of i play., Inc. products in any media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, Internet or other electronic media, television, radio, and public signage.
4. The MAP policy does not apply to any pre-approved in-store advertising that is displayed only in the store and not distributed to potential customers.
5. MAP applies only to advertised prices and does not apply to the pre-approved price at which the products are sold or offered for sale to an individual customer at a retail location, over the phone or on an online store. The i play., Inc. retailers may set their retail price according to their retail strategy.
6. Our MAP policy does not limit retailers from advertising that they have the “lowest price” or “best prices” on i play., Inc. products. Statements similar to these are not limited by this agreement.
7. Intentional or repeated failure to abide by the MAP policy can result in the termination of a retailer’s opportunity to sell our products. The first failure will result in a written warning with a required response in 5 business days.