



## MINIMUM ADVERTISING PRICE POLICY

Pet Qwerks, Inc. (“Company”) has built a strong reputation and following among consumers. The Company has determined that certain advertised pricing activities by dealers, distributors and resellers have the effect of diminishing or detracting from the perceived value of the Company's products.

Effective as of 5/01/17, the Company has established a minimum advertised price (“MAP”) policy on Company products. The policy applies only to U.S. and Canadian dealers and resellers. “Advertised Price” refers to the price of the actual product net of shipping and handling costs.

The MAP policy shall work under the following guidelines:

1. The MAP for Company products shall be not lower than seven percent (7%) below the Manufacturer’s Suggested Retail Price (“MSRP”) as shown below. MAP pricing is established by the Company for Company products listed here and may be adjusted by the Company at its sole discretion.

Product	MSRP	MSRP – 7%
Antler Nylon Large	\$11.99	\$11.16
Antler Nylon Medium	8.99	8.36
Antler Nylon Small	6.99	6.51
Flavorit Bone X-Large	11.99	11.16
Flavorit Bone Large	9.99	9.30
Flavorit Bone Medium	7.99	7.44
Flavorit Bone Small	4.99	4.65
Flavorit Bone Twin Pack	6.99	6.51
Flavorit BarkBone Large	14.99	13.95
Flavorit BarkBone Medium	10.99	10.23
Flavorit BarkBone Small	6.99	6.51
Babble Ball Large	11.99	11.16
Babble Ball Medium	10.99	10.23
Babble Ball Small	9.99	9.30

**9 Studebaker Drive, Irvine, CA 92618 USA**

2. The MAP policy applies to all advertisements of listed products in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, internet auctions, banner ads, television, radio, and public signage. The MAP policy is not applicable to any in-store advertising that is not distributed to any customer.
3. The inclusion in advertising of free or discounted products (whether made by the Company or another manufacturer) with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.
4. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone. Company dealers and resellers remain free to sell these products at any prices they elect.
5. MAP does not establish maximum advertised prices. All dealers and resellers may offer Company products at any price in excess of the MAP established for such product.
6. The Company's MAP policy does not in any way limit the ability of any dealer to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price", that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
7. From time to time the Company may discontinue models or engage in promotions with respect to certain products. In such events, Company reserves the right to modify or suspend the MAP with respect to the affected products by notifying all dealers and resellers of such change by publishing on this website. The Company further reserves the right to adjust the MAP with respect to all or certain products at its sole discretion upon 7 days advance notice to the dealers, distributors and resellers, provided that such changes shall apply equally to all Company dealers and resellers.
8. This MAP policy has been established by the Company to help ensure the legacy of Company as a producer of high quality specialty products for the pet supply market and to protect the reputation of its name and products. The MAP policy is also designed to ensure dealers, distributors and resellers have the incentive to invest resources into services for Company customers.
9. This MAP policy has been adopted and approved by authorized Company management. No Company employee or agent has authority to make oral representations or changes to this MAP policy on behalf of the Company. Any changes to this MAP policy must be in writing and signed by an authorized officer of the Company.