**MAP Policy**

DiscDice™ (DD) is focused on maintaining high margins for our wholesale customer network. We recognize the investment in time and resources required for our wholesale customers to provide the level of customer service and product knowledge expected from our mutual retail customers. DD is committed to enforcing policies which allow our resellers to maintain high profit margins through the sale of our products. DD has an established Minimum Advertised Price (MAP) Policy that an Authorized Reseller must follow for the advertising and marketing of DD products. All DiscDice™ Authorized Resellers must agree to the terms and conditions of the following MAP Policy.

**DiscDice™** **MAP Policy Guidelines for all** **Products**

1. MAP pricing for all DiscDice™ products can be found on the website at https://www.discdice.us/shop . All advertised prices must be at or above MAP for all DD products if a MAP price has been established by DD. (example: For listing “Choose Colors DiscDice” the reseller must match the price of the “Choose Colors” option on the DiscDice website. Resellers cannot list a “Choose Colors” option for the price of the “Mystery DiscDice” option). Resellers are not required to list prices in advertising.  If a price is listed in an advertisement it must be at or above MAP.   
     
   Resellers are also responsible for ensuring DD advertised pricing is at or above MAP on internet search engines. Resellers are free to set the actual resale price of any product as long as it is at or above MAP price. DD MAP policy for all products apply to advertising placements, including but not limited to: print ads (inserts, magazines, newspapers, catalogs, mail order catalogs, etc.), broadcast (radio and TV), direct mail, faxes, internet placement with third parties (banner ads, broadcast emails, destination pages, third-party sites), internet placements on resellers own website, and any flyers, posters or coupons. The MAP policy is not applicable to:

1) Any in-store advertising that is displayed only in the store and not distributed to any customer(s) outside of their store.

2) Any email newsletters sent to your customer database.

From time to time, DD may permit resellers to advertise MAP Products at prices lower than the MAP price. In such events, DD reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period of time by providing advance notice to all resellers of such changes.

**Pricing Statements**

DD MAP Policy does allow resellers to omit pricing entirely from advertisements and/or advertisement statements such as “Call for Price” or “Call for Quote.”

**Free Offers Associated with DiscDice™** **Product**

Free shipping and/or handling, 0% sales tax, or free financing promotions do not violate the MAP policy.

**All DiscDice™** **Products Price Matching Policies**

Price matching policies are acceptable.  Price matching cannot be used as a valid reason for violations of DD MAP Policy. Advertised price must always be at MAP or higher.

**Failure to Comply with the MAP Policy**At the sole discretion of DD failure to comply with MAP, intentional and/or repeated failure to abide, may result in the immediate loss of Authorized Reseller status and your ability to purchase all DD products both direct as well as through distribution.

**DiscDice™** **will utilize the following steps to resolve MAP violations:**

1. Any and all dealers selling DD products which have not signed a DD MAP Policy agreement are classified as Unauthorized Resellers.
2. Distributors of DD are required to provide a signed MAP agreement from any dealer selling DD products prior to allowing their dealer to sell DD products. Unauthorized dealers should not be sold to or provided a feed from any distributor whatsoever.
3. Violations from Authorized Resellers will need to be corrected within 24 hours of notification.
   1. First Violation:  Authorized Reseller’s account will be put on hold temporarily and a written warning will be provided. Upon correction and following 30 days of compliance, violation will then be cleared.
   2. Second Violation:  Authorized Reseller’s account will be put on hold indefinitely. Reinstatement will be at the sole discretion of DD with no obligation to provide rationale for decision.

\*\*\* DiscDice™ retail prices are defined as the product retail prices on the company website https://www.discdice.us/shop and current price list. If retail pricing changes, DD will communicate the change with a new price list by letter or email.\*\*\*

RESELLER SHALL OFFER TO SELL OR SELL ANY PRODUCT ON OR THROUGH ANY ONLINE MARKETPLACE OR AUCTION SERVICE (i.e. EBAY, AMAZON MARKETPLACE, FACEBOOK OR LIKE WEBSITES), EXCEPT AS MAY BE EXPRESSLY CONSENTED TO BY DD IN WRITING AND IN ADVANCE, AND IT BEING UNDERSTOOD THAT DD MAY WITHDRAW ITS CONSENT AT ANY TIME. Advertising DiscDice on social media (Facebook, Instagram, Twitter, etc.) is permissible as long as the advertisement directs customers to your online or physical store.

**MAP Policy Confirmation Agreement**

This DiscDice™ MAP Policy and Confirmation Agreement is made on this date of \_\_\_\_\_\_\_\_\_\_\_\_\_, by and between, DD and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

DiscDice™ places great value on the efforts of all resellers to represent our products and support their customers. Our MAP policy is intended to encourage competition for the sale of DD products in a manner that is consistent with the long-term interests of our customers. We are sure that you share our commitment to customer satisfaction and as such, we ask that you acknowledge by signing this MAP confirmation agreement.

Thank you for your prompt attention to this matter, and your continued support for DiscDice™ products.

**Read and Understood: Authorized Reseller**

Company Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_State \_\_\_\_\_\_\_\_\_\_\_  Zip \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Web URL \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Authorized Reseller Representative**

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_