



InROAD
T O Y S™

PlayTape®

Minimum Advertised Pricing Policy/Agreement

To our Valued Resellers,

In order to maintain the integrity of the InRoad Toys and PlayTape brands, we have established a Minimum Advertised Price (MAP) Policy for resellers of InRoad Toys products. This policy has been established to protect and support all resellers, as well as consumers of PlayTape. The intention is not to interfere with the business of our resellers, but rather to enable customers to have sustainable business practices by allowing for a reasonable profit margin.

MAP = Manufacturer's Suggested Retail Price (MSRP)

The Minimum Advertised Price (MAP) on all InRoad Toys products is in effect. International accounts must reflect pricing as translated into their local currency.

The MAP policy works under the following guidelines:

- 1) Resellers of PlayTape may not advertise a price lower than the Minimum Advertised Price for that product.
- 2) Prices below the MAP cannot be advertised in any medium, including print, internet, radio, television, etc.
- 3) Temporary sales, discounts, and promotions that effectively lower the retail price of the product below MAP are impossible to enforce, and therefore acceptable (e.g., 10% discount on order totals exceeding \$50). However, these discounts must not be applied directly to the advertised price; the advertised price cannot be below the MAP.
- 4) InRoad Toys reserves the right to sell its own products directly to consumers at MAP pricing, consistent with this policy.
- 5) In the event that InRoad Toys raises or lowers the MSRP for any product we will notify our reseller partners in writing in advance of the change.
- 6) InRoad Toys reserves the right to sell to Temporary Discount channels that offer InRoad Toys products at a discount for a strictly limited period of time. Such discounts shall not impact the MAP pricing or policies in effect at that time.

- 7) InRoad Toys reserves the right not to sell to any reseller found to be in violation of this policy. InRoad Toys will not be held responsible for enforcement of this policy or lack thereof.

Thank you for your continued business and support and for your cooperation with this policy.

MAP Agreement Confirmation

By signing the below, the reseller understands and agrees to the above terms and conditions. InRoad Toys reserves the right to enforce the Minimum Advertised Pricing Policy independent of reseller concurrence below.

Agreed to by:

Company name: _____

Any and all other names by which this company operates (including names used on EBay, Amazon, etc.)

Principal name printed: _____

Principal Signature: _____

Date signed: _____

Reseller Address: _____

Reseller City/State/Postal Code: _____

Phone: _____

Email: _____

Website URL: _____

Please email completed MAP Agreement Confirmation to: tleikas@inroadtoys.com.