

Laundry Sauce Minimum Advertised Price (MAP) Policy

Effective Date: 06/01/2025

This Minimum Advertised Price (MAP) Policy is established by Laundry Sauce Inc. and applies to all authorized retailers (hereinafter referred to as "Retailer") of Laundry Sauce products. This policy is designed to protect Laundry Sauce's brand image, maintain fair competition among Retailers, and ensure healthy margins for all parties.

1. Covered Products:

This MAP Policy applies to all Laundry Sauce branded products listed on Laundry Sauce's then-current wholesale price list. Laundry Sauce reserves the right to modify this list at its sole discretion.

2. Minimum Advertised Price:

- The Minimum Advertised Price (MAP) for each Covered Product will be specified in Laundry Sauce's then-current MAP price list, which will be provided to Retailers.
- The MAP applies to all forms of advertising, including but not limited to:
 - Print advertisements (e.g., newspapers, magazines, flyers)
 - Digital advertisements (e.g., website banners, social media ads, search engine marketing)
 - Email marketing
 - Radio and television advertisements
 - In-store displays with advertised prices visible outside the store
 - Online marketplaces

3. Policy Guidelines:

- **Advertised Price:** Retailers are responsible for ensuring that their advertised prices for Covered Products do not fall below the established MAP.
- **"Free Shipping" and Similar Offers:** If a Retailer offers "free shipping" or similar promotions that have the effect of reducing the advertised price below the MAP, it will be considered a violation of this policy. The cost of shipping or other added value services must be factored into the advertised price to ensure it meets or exceeds the MAP.
- **Bundling and Promotions:** When Covered Products are bundled with other products (Laundry Sauce or non-Laundry Sauce) or offered with promotional discounts, the advertised price of the bundle or the price after the discount must not effectively fall below the MAP for the individual Covered Product(s) within the bundle or promotion. Laundry Sauce reserves the right to review and determine if such promotions violate the spirit of this MAP Policy.
- **In-Store Pricing:** This MAP Policy applies to advertised prices only. Retailers are free to sell Covered Products at any price they choose within their physical store locations. However, any price displayed outside the store or visible from outside the store window is considered advertising and must adhere to the MAP.
- **Online Marketplaces:** For Retailers selling on online marketplaces, the advertised price listed for Covered Products must adhere to the MAP. Laundry Sauce reserves the right to restrict sales on certain online marketplaces if deemed necessary to protect the brand.
Dealer Cost: This MAP Policy does not in any way establish a Retailer's resale price. Retailers are free to determine their own resale prices

4. Enforcement:

- Laundry Sauce will monitor advertised prices of Covered Products through various means.
- In the event of a MAP violation, Laundry Sauce will, at its sole discretion, take the following actions:
 - **First Violation:** Written notification of the violation and a request to immediately cease all advertising below the MAP.
 - **Second Violation:** Suspension of order shipments for a specified period.
 - **Subsequent Violations:** Termination of the Retailer's authorized dealer status and discontinuation of product supply.

- Laundry Sauce reserves the right to make exceptions to this MAP Policy at its sole discretion. Any such exceptions will be communicated in writing to the affected Retailer(s).
- Failure to consistently adhere to this MAP Policy may result in the loss of authorized Retailer status.

5. Retailer Responsibilities:

- Retailers are responsible for remaining informed about the current MAP for all Covered Products. The latest MAP price list will be provided by Laundry Sauce and may be updated periodically.
- Retailers agree to implement and enforce this MAP Policy in all their advertising activities.
- Retailers are encouraged to contact Laundry Sauce with any questions or concerns regarding this policy.

6. Disclaimer:

- This MAP Policy is unilaterally established by Laundry Sauce.
- Laundry Sauce does not seek any agreement from Retailers to adhere to this MAP Policy.
- Nothing in this MAP Policy should be interpreted as an agreement between Laundry Sauce and any Retailer regarding the prices at which the Retailer will sell Covered Products. Each Retailer remains free to determine its own resale prices.

7. Modifications

Laundry Sauce reserves the right to modify, suspend, or terminate this MAP Policy at any time, with 30 days written notice to Retailers.

Acknowledgement:

By placing orders for Laundry Sauce products after the Effective Date of this MAP Policy, the Retailer acknowledges that they have received, read, and understand this Laundry Sauce Minimum Advertised Price (MAP) Policy and agree to abide by its terms.

Customer Acknowledgement:

Business Entity: _____

Signature: _____

Printed Name: _____

Date: _____

Email Address