



MAP Pricing Policy – Updated May 3, 2011
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RoomMates allows and encourages retailers to resell its products over the internet as long as the retailer respects the following Internet MAP (Minimum Advertised Price) policy. Any and all RoomMates products purchased by retailers are subject to this policy.

RoomMates requires that retailers do NOT advertise RoomMates products on the internet for UNDER the officially published MAP of each item, unless it has obtained formal written consent from RoomMates. Consent for any additional offers may be obtained by contacting your sales representative.

Promotional coupon codes, free or reduced shipping rates, or BOGO (“buy one get one free”) deals are not impacted by the MAP policy, are allowed at the discretion of the retailer, and may be offered to customers without any form of prior consent by RoomMates.

Failure to comply with the RoomMates MAP policy will result in the following actions:

- **First violation:** A warning is issued. The retailer will be given five (5) business days to bring all internet pricing back to MAP. No orders will be shipped until pricing has been corrected.
- **Second violation:** A warning is issued. The retailer will be given three (3) business days to bring all internet pricing back to MAP, and a notification that their account will be suspended upon a third violation. No orders will be shipped until pricing has been corrected.
- **Third violation:** Upon the third violation of the policy, the retailer’s account will be suspended. Orders will not be accepted nor shipped. Suspension is at the discretion of RoomMates and may or may not be permanent.
- **Any subsequent violations** will result in immediate suspension of the violating account. **No exceptions.**

Accounts selling online will be asked to provide the name and address(es) of any stores or storefronts on which they plan to sell RoomMates. Failure to provide this information will result in your account setup being delayed.

Please be aware that the MAP policy has been established in order to create a level playing field for all internet resellers, as well as to protect the integrity of the RoomMates brand. If you have any questions about MAP policy and enforcement, or if you locate a violation of the policy online, please contact your sales representative.