



## **MOMMY'S BLISS: MINIMUM ADVERTISED PRICE (MAP) POLICY**

In order to preserve its reputation for providing customers with high-value products and brand support and to further enhance the Mommy's Bliss brand image and competitiveness in the market, Mommy's Bliss is unilaterally instituting this Minimum Advertised Price (MAP) Policy (the "MAP Policy" or the "Policy"), effective August 1, 2019. The MAP Policy applies to Mommy's Bliss products sold by any reseller to end users in the United States.

This MAP Policy shall work under the following guidelines:

1. Mommy's Bliss will, from time to time, publish a schedule of Minimum Advertised Price (the "MAP Schedule"). The MAP Schedule is established solely by Mommy's Bliss and may be amended or adjusted by Mommy's Bliss at any time. The MAP Schedule will identify the applicable products and UPC codes (the "Covered Products"), a Manufacturer's Suggested Retail Price ("MSRP"), and the MAP. Mommy's Bliss products not specifically identified in the MAP Schedule are not subject to MAP Policy. A copy of the MAP Schedule is attached as Exhibit A.
2. This MAP Policy applies to all advertisements of Covered Products in any and all media, including but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email, newsletters, internet or similar electronic media, websites, online product or banner ads, TV, radio, public signage, and any other marketing or promotional materials, whether displayed online or through broadcast or other media. This MAP Policy is not applicable to any in-store advertising that is displayed only in store and not distributed to any customer(s).
3. Any advertisement stating an advertised price for a Covered Product at less than the MAP will be a violation of MAP Policy. Violations of the MAP Policy include but are not limited to:
  - a. Offering coupons, discounts, rebates, or other inducements on any Covered Product that, when applied, result in an advertised price less than the MAP.
  - b. Bundling Covered Products with other products or services in a manner that implies below-MAP pricing for the Covered Product.
  - c. If pricing is displayed, including any strikethrough or other alteration of the price listing that is intended to suggest that the advertised price is less than the MAP.
  - d. In internet auctions, displaying a price or setting a reserved bid below the MAP.



4. This MAP Policy applies only to advertised price and does not apply to the price at which Mommy's Bliss products are actually sold or offered for sale to an individual consumer. Resellers remain free to sell Mommy's Bliss products at any price they choose.
5. Pricing listed on an internet site is considered an "advertised price" and must adhere to this MAP Policy. Once the pricing is associated with an intent to purchase (e.g., added to a shopping cart or order) the price becomes the selling price and is not bound by this MAP Policy.
6. Statements such as "add to basket to see price," "we will match any price," "call for price," or phrases of similar import are acceptable as long as the price listed for any Covered Product is not less than the MAP. In addition, discounts applied at checkout to the entire order based on a customer's purchase history with the reseller, such as discounts for "frequent shoppers," do not violate this Policy.
7. The adoption and enforcement of this MAP Policy is solely within Mommy's Bliss' discretion. All questions about this Policy should be in writing and directed via US Mail to the MAP Policy Administrator, Mommy's Bliss, 1003 West Cutting Blvd., Suite 110, Richmond, CA, 94804 or email to [accounting@mommysbliss.com](mailto:accounting@mommysbliss.com). No oral communication about this MAP Policy is authorized, and the MAP Policy Administrator will respond only in writing. The MAP Policy Administrator is solely responsible for determining whether a violation of the MAP Policy has occurred, communicating decisions to resellers regarding the policy, and receiving any communications regarding sanctions imposed under this MAP Policy. No employee or sales manager of Mommy's Bliss has any authority to discuss, modify, or grant exceptions to this MAP Policy. Any representation or action relating to the MAP Policy by any employee, sales manager, or person other than the MAP Policy Administrator is unauthorized and invalid.
8. From time to time, Mommy's Bliss may announce special promotions on certain Covered Products. In such an event, we reserve the right to modify or suspend this MAP Policy in whole or in part by notifying all resellers of the duration and the nature of the change or promotion. Mommy's Bliss further reserves the right to adjust the MAP with respect to all or certain products at its sole discretion. Such changes or promotions shall apply equally to all resellers.
9. Mommy's Bliss will take the following actions against any reseller that fails to comply with this Policy:
  - a. For a reseller's first violation of the MAP Policy, Mommy's Bliss will notify the reseller in writing.



- b. For a reseller's second violation of the MAP Policy during a 12-month period following the first violation, Mommy's Bliss will notify the reseller in writing of such failure and immediately revoke the reseller's "authorized" status for thirty (30) days. If the reseller purchases products directly from Mommy's Bliss, Mommy's Bliss will also place the reseller's account on shipping hold for 30 days, during which time, Mommy's Bliss will revoke its acceptance of any pending orders, cancel any pending shipments to the reseller, and not accept any new orders from the reseller.
  - c. For a reseller's third violation of the MAP Policy during a 12-month period following the first violation, Mommy's Bliss will revoke the reseller's "authorized" status and terminate its business relationship with the reseller. Mommy's Bliss will revoke its acceptance of any pending orders and cancel any pending shipments to the reseller.
10. The Policy will be enforced by Mommy's Bliss in its sole discretion and without notice. Resellers have no right to enforce the MAP Policy.
11. This MAP Policy does not constitute an agreement between Mommy's Bliss and any other entity. Mommy's Bliss neither solicits nor will it accept any assurance of compliance with this Policy from any reseller or other party. Each reseller must independently choose whether to comply with the terms of this MAP Policy. This MAP Policy is not negotiable and will not be altered for any individual reseller.

Mommy's Bliss MAP Policy  
June 10, 2019



## **Exhibit A**

MAP Schedule – *effective date August 1, 2019*

<b>Mommy's Bliss Item Description</b>	<b>Associated UPCs (all prefixed with 6-79234)</b>	<b>MSRP</b>	<b>MAP</b>
Gripe Water Original 4oz	05299-6 and 05300-9	\$ 12.49	\$ 10.99
Gripe Water Original 5.5oz	05301-6	\$ 12.49	\$ 10.99
Gripe Water Original Double Pack 2x 4fl oz	05200-2	\$ 24.99	\$ 19.99
Gripe Water Original 2oz	05293-4	\$ 6.29	\$ 4.99
Gripe Water Night Time 4fl oz	05410-5 and 05415-0	\$ 13.49	\$ 11.99
Gripe Water Night Time 5.5fl oz	05420-4	\$ 13.49	\$ 11.99
Gripe Water Night Time Double Pack 2x 4fl oz	05417-4	\$ 26.99	\$ 20.99
Gripe water Combo Day / Night Pack 2x 4fl oz	05346-7	\$ 21.99	\$ 20.99
Gas Relief Drops 1 fl oz	05803-5	\$ 8.99	\$ 7.99
Constipation Ease 4fl oz	05531-7 and 05541-6	\$ 11.49	\$ 10.49
Constipation Ease Double Pack 2x 4fl oz	05537-9	\$ 21.99	\$ 19.99
Probiotic Drops Everyday 30 day	05551-5 and 05555-3	\$ 25.79	\$ 19.99
Probiotic Drops 15 Day Boost	05503-4	\$ 14.99	\$ 13.99
Probiotic Drops + Vitamin D 30 day	05563-8	\$ 27.99	\$ 24.99
Probiotic Drops 45 day	05513-3	\$ 26.99	\$ 24.99
Toddler Probiotic Powder Packs Unflavored 30ct	08503-1	\$ 18.99	\$ 17.99
Vitamin D Organic Drops 0.11fl oz	05602-4	\$ 12.99	\$ 11.99
Multivitamin Organic Drops 1fl oz	05612-3	\$ 12.99	\$ 11.99
Organic Baby Cough Syrup Day Time 1.67fl oz	05152-4 and 05157-9 and 05158-6	\$ 7.99	\$ 6.99
Organic Baby Cough Syrup Night Time 1.67fl oz	05151-7 and 05150-0	\$ 7.99	\$ 6.99
Organic Baby Cough Syrup Day/Night Combo Pack 2x 1.67fl oz	05153-1	\$ 15.98	\$ 13.98
Organic Kids Cough Syrup Day Time 4oz	07152-2 and 07154-6	\$ 7.99	\$ 6.99
Organic Kids Cough Syrup Night Time 4oz	07151-5 and 07150-8	\$ 7.99	\$ 6.99
Organic Kids Cough Syrup Day/Night Combo Pack 2x 4fl oz	07153-9	\$ 15.98	\$ 13.98
Organic Elderberry Syrup 3fl oz	07158-4	\$ 10.99	\$ 9.99
Kids SoothEAR 2ct	07173-7	\$ 12.99	\$ 11.99
Saline Mist 2.53fl oz	07163-8	\$ 6.99	\$ 5.99
Saline Drops 1fl oz	05164-7	\$ 4.99	\$ 4.49