



**AMERICAN PROVENANCE, INC.
AUTHORIZED RESELLER POLICIES
EFFECTIVE DATE 12/1/2019**

American Provenance, Inc is focused on maintaining high margins for our Authorized Resellers network. In recognition of the investment in time and resources required for our high-quality Authorized Resellers to provide the level of customer service and product knowledge expected from our customers, American Provenance is committed to enforcing policies which allow our resellers to maintain high profit margins through the sale of our products. American Provenance has an established Minimum Advertised Price (MAP) Policy that an Authorized Reseller must follow for the advertising and marketing of American Provenance products. All American Provenance Authorized Resellers must agree to the terms and conditions of the following MAP Policy.

American Provenance's MAP Policy Guidelines for American Provenance Products

1. MAP pricing for all American Provenance products can be found on the attached MAP Price List. All advertised prices must be at or above MAP for all American Provenance products if a MAP price has been established by American Provenance. Resellers are not required to list prices in advertising. If a price is listed in an advertisement it must be at or above MAP. Other statements such as "call for price" or "call for quote" are acceptable and permitted.
2. Resellers are also responsible for ensuring their 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 given the most recent publication of the price list. American Provenance's MAP policy for all American Provenance 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.
3. From time to time, American Provenance may permit resellers to advertise MAP Products at prices lower than the MAP price. In such events, American Provenance 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

American Provenance's 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 American Provenance Product

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

Authorized Customers

Reseller is authorized to sell the Products solely to End Users. An "End-User" is any purchaser of the Products who is the ultimate consumer of the Products and who does not intend to resell the Products to a third party. In addition, **entities that operate third-party marketplace websites such as Amazon or Jet shall not be considered Authorized Customers**, as defined herein. Accordingly, sales of the Products by Distributor to such entities are strictly prohibited.

Geographic Location of Sales

Resellers shall not sell, ship, invoice, or promote the Products outside the United States of America or to anyone Reseller knows or has reason to know intends to ship the Products outside of the United States of America without American Provenance prior written consent.

Online Sales

Reseller shall **not market or offer for sale** the Products on or through any publicly accessible website, including, without limitation, any third-party marketplace website such as **Amazon, eBay, Jet, Rakuten, Walmart Marketplace, or Sears Marketplace**, without the prior written consent of American Provenance, which is granted solely through execution by American Provenance. Execution by American Provenance of the American Provenance Authorized Online Seller Agreement constitutes the only means of providing consent to sell the Products online on publicly accessible websites. No American Provenance employee or agent can authorize online sales through oral statements, other written agreement, or by any other means. The terms of this Reseller Policy supersede any prior agreement between American Provenance and Reseller regarding the sale of the Products online. Any authorization previously granted to Reseller by American Provenance to sell the Products online is hereby revoked.

Questions

Any questions regarding this Policy should be submitted in writing to American Provenance at orders@americanprovenance.com.



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UPC	Item Description	Unit Size	MSRP	MAP Price
788928015619	Firepits, Shotguns, Pinups, Virtues 4-pk	4-PK	\$30.00	\$30.00
722589372865	Fastballs & Fisticuffs Aftershave	3.4 fl oz	\$11.49	\$9.19
722589372858	Firepits & Flannels Aftershave	3.4 fl oz	\$11.49	\$9.19
743724136685	Horseshoes & Hand Grenades Aftershave	3.4 fl oz	\$11.49	\$9.19
722589372872	Shotguns & Shenanigans Aftershave	3.4 fl oz	\$11.49	\$9.19
722589372896	Fastballs & Fisticuffs Beard Balm	2 oz	\$13.49	\$10.79
722589372889	Firepits & Flannels Beard Balm	2 oz	\$13.49	\$10.79
722589372919	Horseshoes & Hand Grenades Beard Balm	2 oz	\$13.49	\$10.79
722589372902	Shotguns & Shenanigans Beard Balm	2 oz	\$13.49	\$10.79
746729058082	Fastballs & Fisticuffs Beard Oil	2 oz	\$13.49	\$10.79
746729058099	Firepits & Flannels Beard Oil	2 oz	\$13.49	\$10.79
746729058105	Horseshoes & Hand Grenades Beard Oil	2 oz	\$13.49	\$10.79
746729058112	Shotguns & Shenanigans Beard Oil	2 oz	\$13.49	\$10.79
746729057962	Fastballs & Fisticuffs Beard Body Wash	16 oz	\$13.49	\$10.79
746729057979	Firepits & Flannels Body Wash	16 oz	\$13.49	\$10.79
746729057986	Horseshoes & Hand Grenades Body Wash	16 oz	\$13.49	\$10.79
746729057993	Shotguns & Shenanigans Body Wash	16 oz	\$13.49	\$10.79
722589502200	Daggers & Diamonds Deodorant	2.65 oz	\$8.49	\$6.00
722589502309	Fastballs & Fisticuffs Deodorant	2.65 oz	\$8.49	\$6.00
722589502347	Firepits & Flannels Deodorant	2.65 oz	\$8.49	\$6.00
722589373022	Grapefruit Deodorant	2.65 oz	\$8.49	\$6.00
743724436778	Horseshoes & Hand Grenades Deodorant	2.65 oz	\$8.49	\$6.00
722589373008	Lavender Deodorant	2.65 oz	\$8.49	\$6.00
722589373268	Lemongrass Deodorant	2.65 oz	\$8.49	\$6.00
731177812102	Patchouli Deodorant	2.65 oz	\$8.49	\$6.00
722589502330	Pinups & Paramours Deodorant	2.65 oz	\$8.49	\$6.00
722589502385	Rosaries & Revolvers Deodorant	2.65 oz	\$8.49	\$6.00
743724436785	Shotguns & Shenanigans Deodorant	2.65 oz	\$8.49	\$6.00
722589372995	Spearmint Deodorant	2.65 oz	\$8.49	\$6.00
722589502248	Virtues & Vices Deodorant	2.65 oz	\$8.49	\$6.00
743724436754	Unscented Deodorant	2.65 oz	\$8.49	\$6.00
714983602679	Sensitive Deodorant	2.65 oz	\$8.49	\$6.00



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714983602952	Grapefruit Travel Deodorant	.5 oz	\$2.99	\$2.39
714983602969	Lavender Travel Deodorant	.5 oz	\$2.99	\$2.39
714983602976	Lemongrass Travel Deodorant	.5 oz	\$2.99	\$2.39
714983602945	Spearmint Travel Deodorant	.5 oz	\$2.99	\$2.39
767223519909	Sensitive Skin; Unscented Travel Deodorant	.5 oz	\$2.99	\$2.39
722589502217	Fastballs & Fisticuffs Pomade	4 oz	\$19.99	\$15.99
722589502279	Firepits & Flannels Pomade	4 oz	\$19.99	\$15.99
722589502286	Horseshoes & Hand Grenades Pomade	4 oz	\$19.99	\$15.99
722589502262	Shotguns & Shenanigans Pomade	4 oz	\$19.99	\$15.99
611138586252	Cardamom Lip Balm	.15 oz	\$2.99	\$2.39
611138586245	Grapefruit Lip Balm	.15 oz	\$2.99	\$2.39
611138586238	Peppermint Lip Balm	.15 oz	\$2.99	\$2.39