



## Minimum Advertised Price Policy (MAP) 2017

### OVERVIEW

Thank you for your interest in re-selling our green products and want to share with you how our strategy for online distribution has changed effective January 2015.

We have maintained a MAP policy for several years, but there are several important changes we are implementing to protect our MAP pricing. Nothing is more destructive to a company's brand than downward advertised prices.

ECOlunchbox® is very careful when evaluating each new account we open, especially with online auction-style sites that encourage re-sellers to compete for the lowest-price position. We will continue to require MAP pricing of our brand and additionally require written permission of e-tailers who seek to sell our products via auction-style sites or third-party affiliate programs, like the Amazon Associates Program, which drives sales based on lowest price.

Essentially, we want to know who is selling our products and at what price. Whenever possible, we prefer to work with green, eco-friendly re-sellers who maintain both brick-and-mortar and online stores.

### MAP DETAILS

1. ECOlunchbox products are to be advertised at no less than \$.05 below MSRP.
2. Pricing listed on an online website is considered an "advertised price" and must adhere to the MAP policy. This MAP policy applies to advertisements online as well as in print. The policy does not affect in-store advertising or in-store pricing.
3. Re-sellers are not to sell ECOlunchbox products via Amazon.com, Amazon's affiliate program, eBay, Google Shopping, any internet auction site, any third party online store, or through co-op or group sale sites that drive sales based on cheapest price, without prior written approval from ECOlunchbox.
4. Re-sellers shall only market and sell ECOlunchbox and Blue Water Bento products to the end-consumer.
5. From time to time, ECOlunchbox may choose to offer special promotions either direct to consumer or in partnership with our authorized re-sellers. In such an event, we reserve the right to modify or suspend this MAP policy in whole or in part. Re-sellers interested in offering promotions are encouraged to contact ECOlunchbox.
6. In cases of violation of this policy, ECOlunchbox reserves the right to cancel or limit the sale of its products to parties whose sales and distribution strategies are incompatible with those of ECOlunchbox.
7. The foregoing MAP Policy is subject to modification or discontinuance by ECOlunchbox. Any action taken by ECOlunchbox under this policy shall be without liability to ECOlunchbox.

We are actively reviewing all of our accounts for compliance with this policy. Please contact us if you need to come into compliance for 2016 and would like to partner with us in doing so.

Our mission at ECOlunchbox is to help families reduce their dependence on plastics for both health and environmental reasons. Bringing these products and empowering people to green their habits is our passion. Thank you for being an important part of our eco-friendly mission and supporting ECOlunchbox by being a re-seller.

If you are agreed and would like to be an authorized re-seller, please sign & date here:

|            |            |       |
|------------|------------|-------|
| Signature  | Buyer name | Date  |
| Store name | Website(s) | Email |