

EzyDog Retail Authorization & Minimum Advertised Price Policy (“MAP”)

EzyDog, LLC. | Effective January 1, 2019

In order to preserve its reputation for providing customers with high value products and strong after-sales support, and to further enhance the EzyDog brand image, EzyDog unilaterally maintains a policy of minimum advertised price standards for EzyDog products.

EzyDog greatly values the efforts of all Authorized Dealers to distribute EzyDog products and support our customers. This policy is adopted for the benefit of all Dealers and will be uniformly enforced.

Guidelines:

The Retail Authorization & MAP guidelines are applicable to all Authorized EzyDog Dealers. Authorized EzyDog Dealers who advertise any EzyDog products must follow the MAP policy according to the guidelines set forth.

Retail Authorization & MAP Policy:

Dealers advertising EzyDog products online must receive written permission from EzyDog to advertise below MAP.

EzyDog expects that all EzyDog products, except as otherwise noted, will be advertised at MAP every day. EzyDog will monitor retailer advertisements and websites for compliance. Dealers in violation of the EzyDog policy guidelines will be subject to the following actions.

Enforcement:

Violations Per Year

1st Violation

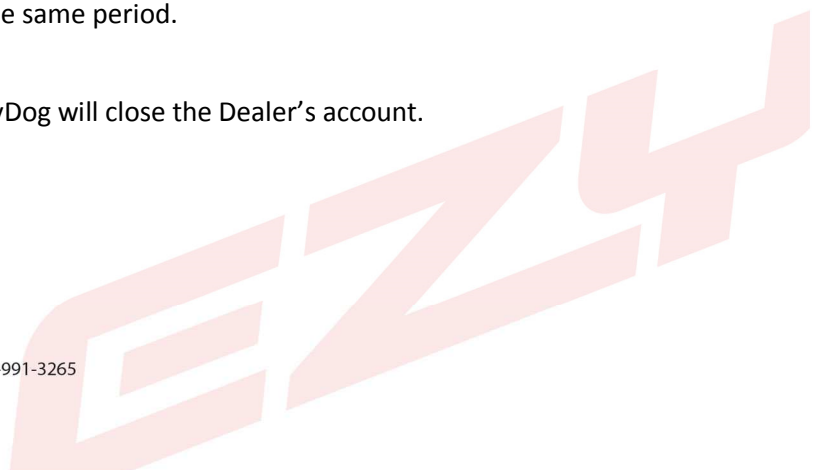
- Dealer will receive a written warning of an initial violation. Violation(s) must be corrected within 3 business days.
- If uncorrected after 3 business days, EzyDog will cease shipments, and if applicable, remove Dealer in violation from the EzyDog Dealer Locator at EzyDog.com until violations are corrected.

2nd Violation

- Dealer will be notified of 2nd violation status. Violations(s) must be corrected within 3 business days.
- EzyDog will cease shipments for a period of 30 days. Dealer in violation will be removed from the EzyDog Dealer Locator at EzyDog.com for the same period.

3rd Violation

- Dealer will be notified of 3rd violation. EzyDog will close the Dealer’s account.



General Terms:

EzyDog will provide its Dealers with a Price List that includes MAP Pricing for EzyDog Products on a seasonal basis or as prices change.

Dealer will refrain from selling EzyDog Products outside of its physical brick and mortar store(s), or from a URL not owned by Dealer, or outside Dealer's country of residence, without prior written authorization from EzyDog, which

Trans-shipping of EzyDog Products to retailers, wholesalers or e-commerce companies and/or selling products over online auction sites is strictly prohibited.

Dealer is prohibited from advertising, marketing and/or selling EzyDog Products on any third-party storefronts (i.e., Amazon, eBay, Google, etc.) without prior written authorization from EzyDog, which EzyDog may withhold or condition at its sole and absolute discretion.

The MAP guidelines are applicable to all Dealers who sell EzyDog products purchased directly from EzyDog and their Authorized Distributors.

EzyDog may, at its sole discretion, stop shipments of EzyDog products to any dealer who fails to comply with the MAP guidelines and such termination shall be effective upon delivery of notice of termination to the Dealer by EzyDog.

EzyDog recognizes that Dealers should retain some flexibility in the marketing of EzyDog products, in order to reflect local conditions and retail practices. Accordingly, the following will constitute exceptions to MAP Guidelines:

- Discontinued product
- Storewide loyalty programs

Dealers will be notified at least 30 days prior to any changes in EzyDog Price Lists and/or MAP Policies and Dealers must have web sites in compliance by the Price List effective date.

This MAP Policy applies only to advertised prices and does not apply to the price at which EzyDog products are actually sold or offered for sale to an individual consumer within Resellers' retail location or over the telephone. Resellers remain free to sell these products at any price they choose under these circumstances.

Any questions or comments concerning the MAP guidelines should be directed in writing exclusively to EzyDog, at info@EzyDog.com

EzyDog reserves the exclusive right to interpret and enforce this policy. This policy should not be seen as establishing any rights on behalf of any retailers.

The MAP guidelines are subject to revision, at the sole discretion of EzyDog, at any time.

EzyDog LLC Ecommerce Policy

EzyDog LLC actively supports the selling of its products in brick and mortar stores, Approved ecommerce platforms, specialty venues and catalogs. We have implemented this ecommerce policy to preserve our strong reputation for providing customers with high value products and valued after sales support. We greatly appreciate the efforts of all resellers to distribute our products and support their customers.

- a. **All EzyDog dealer websites must be approved prior to posting EzyDog images and selling EzyDog products.** Only current websites that are operational will be considered.
- b. Approved EzyDog dealers may only sell through their own sites and may not sell through 3rd party websites.
- c. Drop ship services are not offered.
- d. The EzyDog MAP Policy must be signed and adhered to.
- e. Images to be used on dealer websites must be current product images. All images are available at ezydog.com. Images must be clear and in focus. All EzyDog products must be identified with the EzyDog brand name and current product name.
- f. EzyDog products may not be sold or shipped outside of North America.
- g. Returns and Exchanges are to be processed by the dealer where the items are purchased.
- h. The EzyDog Customer Service Policy must be adhered to.

EzyDog Customer Service Policy

Your satisfaction is very important to us. If you are not satisfied, we will make every reasonable attempt to rectify the situation.

For specific return/exchange or warranty information please see our return policy and warranty/guarantee statement.

- i. A first infraction for failure to follow this ecommerce policy will result in a warning and a five (5) day opportunity to correct all violations. Thereafter, if dealer, distributor, or retailer fails to do so, or if a second infraction occurs, EzyDog may unilaterally and without further warning, discontinue selling products to and terminate its business relationship with such dealer, distributor, or retailer.
- j. The terms of this Ecommerce policy are confidential and may not be disclosed to other parties. This Ecommerce policy has been established by EzyDog to help ensure the legacy of EzyDog as a top producer of high-quality pet products and to protect the reputation of its name, goodwill, standards, marks, and products. The Ecommerce policy is also designed to protect the interests of our dealers, distributors, and retailers and to ensure same have the incentive to invest resources into services for EzyDog customers.



I hereby agree that I have read the EzyDog Ecommerce Policy and agree to abide by all requirements outlined said agreement:

Business Name: _____

URL: _____

Name: _____ Date: _____

Signature: _____

