



### **GF Pet Minimum Advertised Price (“MAP”) Policy**

GF Pet, (“GF”) wholesaler of pet goods, recognizes the hard work that our retail partners do to support the pet industry. To that end, we will do everything we can to enforce a **Minimum Advertised Price (“MAP”) Policy** to assist all retailers of GF products and to maintain the strong brand image of GF.

#### **MAP POLICY**

The policy will be in effect as of 2/1/2020. Our MAP Policy applies to all North American retailers of GF products and is intended to provide a minimum price for advertisement.

***MAP (Minimum Advertised Pricing) is our MSRP price. A list of our MSRP prices may be obtained by contacting your source of supply.***

***The MAP policy applies to advertisements online and in any media advertising including but not limited to: print ads, broadcast, direct mail, internet placement with third parties, internet placements on retailers site, flyers, poster or coupons. This in no way, limits a retailer’s right to set its own practices. Retailers are free to set the actual resale price of any product as long as advertisement below MAP does not occur without written permission from GF.***

***From time to time, GF may permit retailers to advertise MAP Products at prices lower than MAP. In such events, GF reserves the right to modify or suspend MAP with respect to the affected products for a specified period of time by providing advance notice to all retailers of such changes.***

#### **FAILURE TO COMPLY WITH MAP POLICY**

All violations will need to be corrected within 24 hours of notification. Failure to comply with MAP, or repeated failure to abide, may result in the immediate loss of Authorized Retailer status and your ability to purchase all GF products both direct as well as through distribution.

For any questions about the above policy, contact [jarrad@gfpet.com](mailto:jarrad@gfpet.com).

Updated 2/1/2020.