



UP COUNTRY MAP PRICING POLICY AGREEMENT

Up Country Inc., a US based manufacturer of pet products, is a fast-growing company with customers around the world. We recognize that our success is tied to the success of our wholesale customers. We also know that many of our customers invest significant time and resources to deliver an extraordinary customer experience. We want to protect their ability to do so, while at the same time discouraging price-based advertising that would be detrimental to our customers service and support efforts. As a result, Up Country Inc has established this Minimum Advertised Price (“MAP”) Policy. Up Country, in it’s sole discretion, reserves the right to discontinue doing business with any reseller that advertises any product(s) covered by this MAP Policy at a price lower than the MAP.

The MAP Policy applies to advertised prices, not the price at which products are actually sold or offered for sale to an individual in a store or over the telephone.

GUIDELINES

The MAP Policy applies to all advertisements of products in any and all media, including but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio, and public signage, as well as Internet sites, social media sites, apps or any other electronic media.

The MAP policy does not apply to solely on premise or instore advertising that is not distributed to customers.

Website features such as “click for price”, automated “bounce-back” pricing e-mails, pre-formatted e-mail responses, forms, and automatic price display for any items prior to being placed in a customer’s shopping cart, and other similar features are considered to be communications initiated by the customer and thereby constitute “advertising” under this MAP Policy.

This MAP Policy also applies to any activity which Up Country determines, in it’s sole discretion, is designed or intended to circumvent the intent of the MAP Policy, such as solicitations for ‘group purchases’ and the like.

POLICY ENFORCEMENT

Up Country Inc. reserves the right to cancel any pending orders, restrict future orders, or suspend customers account if Up Country reasonably believes:

1. A customer has violated the provisions of this policy or
2. A customer intends to violate this policy.

Up Country’s MAP policy administrator is solely responsible for determining whether a violation of the MAP Policy has occurred, as well as determining appropriate sanctions.

Up Country monitors the advertised prices of customers and customers are expected to provide reasonable cooperation in investigations regarding possible MAP Policy violations.

The MAP Policy will be enforced by Up Country in its sole discretion and without notice. Violations of this policy may result in any of the aforementioned sanctions up to and including termination of our business relationship, as well as any available remedies at law.



Up Country Items	MAP/MSRP		Up Country Items	MAP/MSRP
Dog Collars	\$22		Extra Wide Collars	\$30
Martingale Collars	\$23		Extra Wide Martingales	\$35
Dog Leads 6'	\$22		Cat Toys/Mouse and Bird	\$8
Dog Leads 4'	\$21		Cat Toy/ Fortune Cookies	\$9
Training Leads 12'	\$21		Cat Collars	\$9
Training Leads 20'	\$27		Cat Harness Sets	\$15
Comfort Leads	\$22		Comfort Mats S	\$45
Double Sided Leads	\$34		Comfort Mats M	\$52
Dog Harnesses Narrow	\$30		Comfort Mats L	\$64
Dog Harnesses Wide	\$35		Chicken Crisp Canisters	\$18
Slickers/Coats Sz 8-14	\$46		Wedding Collars/Leads	\$25
Slickers/Coats Sz 16-24	\$49		Rosebud Rings XS, S	\$50
Slickers/Coats Sz 26, 28	\$54		Rose Rings M, L, XL	\$70
Holiday Sweaters	\$32		Keyrings	\$11
Floral / Cable Sweaters	\$36		Doggie Doorbells	\$21
Reflective Jackets Sz 8-14	\$36		Decorative Pillows 12 x 20"	\$40
Reflective Jackets Sz 16-24	\$38		Decorative Pillows 18 x 18"	\$42
Reflective Jackets Sz 26 28	\$40		Decorative Pillows 20 x 20"	\$44
Leopard Fur Coats	\$54		Velvet Ruffs XS, S	\$15
Teacup Collars	\$12		Velvet Ruffs M, L	\$17
Teacup Leads	\$13		Velvet Ruffs XL	\$18
Teacup Harnesses	\$26		Santa Hats S	\$8
Christmas Stockings	\$18		Santa Hats L	\$9