

Morgan Imports, LLC dba PB Misters, The Hangout, Chilling Towels, Canine Chiller, Handi Warmers

While Morgan Imports actively supports the advertising and promotion of its Misters by its dealer stores, online shops and sales representatives; Morgan Imports enforces a Minimum Advertised Price (MAP) policy to protect the strong reputation for providing customers with high quality misters and to preserve our dealers' ability to compete without having their prices undercut by Big Box Stores or online sales. This MAP Agreement must be signed in order to receive future orders. The Morgan Imports, LLC MAP policy is:

1. The MAP pricing for all Morgan Imports, LLC products will be advertised for sale for no less than the pricing stated on wholesale pricing sheets.
2. MAP refers to and is applicable to all published, advertised or publicly posted prices, regardless of the manner communicated and irrespective of the format or medium of communication, whether it be by electronic mail, postcard, flyer, radio or television, billboard, magazine, trade journal, airplane banners, newspaper insert, website banner or similar ad, webpage, facsimile, mailings, pre-recorded telemarketing messages, or any other form of advertising. MAP **does not apply** to non-advertised prices. **Dealer is free to set its own prices and may sell products at any price in its sole discretion.** The restriction contained herein is with respect to advertising, marketing, publishing or broadcasting prices for public dissemination. The MAP policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customer(s).
3. MAP does not establish a maximum advertised price.
4. MAP policy is established by Morgan Imports, LLC and may be adjusted at Morgan Imports, LLC sole discretion when necessary.
5. Intentional or repeated failure to adhere to the MAP policy shall result in immediate termination of dealer rights to market and sell Morgan Imports, LLC products and the application of a \$500.00 fine per violation.

By signing this agreement you agree to be bound by the above terms and conditions and bind all of your employees, affiliates, and resellers. In the event it becomes necessary for Morgan Imports, LLC to file suit to enforce this contract, such suit may be brought in Riverside County, CA, at Morgan Imports, LLC option, and Morgan Imports, LLC shall be entitled to reimbursement of its court costs, collection costs, and attorney's fees.

Company/ Store Name(s): _____

Please list all online seller IDs: _____

Authorized Representative (print name): _____ Title: _____

Date: _____

Authorized Signature: _____

Phone: _____ Email _____