

1791 GUNLEATHER MINIMUM ADVERTISED PRICE AGREEMENT



Effective January 1, 2020, a Minimum Advertised Price (MAP) on all 1791 Gunleather products will be in effect. All accounts must reflect pricing as translated into their local currency.

1791 Gunleather has been building a brand of strong recognition and a high perceived value since 2015. By not adhering to the established Minimum Advertised Price (MAP) a reseller can have a dramatic effect of diminishing or detracting from the perceived value of the 1791 Gunleather brand and its products. Our MAP pricing policy is intended for consumers to purchase from other resellers based on loyalty and customer care expectations. Therefore, if 1791 Gunleather agrees to bring on your company as an Authorized Dealer to sell its products, you will need to agree and abide by the following requirements and restrictions.

The MAP policy shall work under the following guidelines:

- The Minimum Advertised Price for any 1791 Gunleather product shall not be less than published price. MAP pricing is established by 1791 Gunleather and may be adjusted at anytime by 1791 Gunleather at its sole discretion.
- Advertising, marketing, or promoting covered products on retail websites, on-line auctions, or on-line stores not wholly owned or administered by the Reseller is not allowed and will be considered contrary to the MAP Policy. Third party sales on Amazon, Ebay, Walmart.com or other sites not wholly owned by the seller is prohibited. 1791 Gunleather reserves all rights for these on-line retail venues, no exceptions.
- The MAP policy applies to all advertisements of 1791 Gunleather products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media, television, radio, and public signage.
- The inclusion in advertising of free or discounted products (whether made by 1791 Gunleather or another manufacturer) with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.
- If pricing is displayed in other than a brick and mortar retail store, any strike-through or other alteration of the Minimum Advertised Price is prohibited.
- MAP does not establish maximum advertised prices. All dealers and sales representatives may offer 1791 Gunleather products at any price in excess of the Minimum Advertised Price.
- 1791 Gunleather's MAP policy does not in any way limit the ability of any dealer to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price", that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
- Authorized Dealers agree to hold all trademarks and copyrights of 1791 Gunleather as the property of 1791 Gunleather and use advertising materials provided by 1791 Gunleather in an authorized manner only.
- Intentional or repeated failure to abide by this policy will result in termination of Authorized Dealership. 1791 Gunleather does not intend to do business with dealers or sales representatives who degrade the image of 1791 Gunleather and its products. It is 1791 Gunleather's sole discretion whether or not to provide prior notice or issue warnings before taking any action under this policy.

- Negotiated Contracts: From time to time it may be explicitly approved by 1791 Gunleather in writing to sell certain 1791 Gunleather products at below MAP pricing. The discount amount and length of time will be determined at the time of this approved promotion by 1791 Gunleather.
- 1791 Gunleather may run a sale from time to time and in such case the MAP will be the same as the sale price on those particular items and on those particular dates.
- Sales representatives or anyone from the Customer Success Team of 1791 Gunleather will supply a copy of the 1791 Gunleather MAP policy to any new or existing reseller to be filled out, acknowledged and returned to 1791 Gunleather. This form shall be signed and returned to 1791 Gunleather and in doing so, will bind the reseller to abide by the MAP and reseller requirements spelled out in this document.

This MAP policy has been established by 1791 Gunleather to help ensure the legacy of 1791 Gunleather as a top producer of premium leather holsters and accessories and to protect the reputation of its name and products. The MAP policy is also designed to ensure dealers and sales representatives have the incentive to invest resources into services for 1791 Gunleather customers. Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below.

Agreed to by: _____

Name: _____

Title: _____

Any and all other names by which this company operates (including names used on Ebay and Other Third-Party Websites)

Principal name printed: _____

Principal Signature: _____ Date signed: _____

FOR INTERNAL USE ONLY

Application Complete: ____ Credit Application ____ MAP Agreement ____ Tax Certificate on File ____ Tax Form ____

Person Auditing Application: _____ Date of Audit _____