



**Gen7Pets Minimum Advertised Price Policy (MAP Policy)  
Official implementation date January 15, 2016**

**INTRODUCTION**

Gen7Pets supports and encourages the advertising and promotion of its products through its dealer network across the USA and we recognize that our success is tied to the success of our dealer network. We know that many of our dealers invest significant time and resources to deliver an extraordinary customer experience. We want to protect our dealer's ability to continue providing that customer experience, while at the same time discouraging price only based advertising that would be detrimental to our dealers service and support efforts. As a result, Gen7Pets has determined that effective January 15, 2016, we will unilaterally adopt a minimum advertised price policy (MAP) to preserve our reputation, and that of our dealer network, of providing a high level of customer service and maintaining the Gen7Pets brand as a premium offering in the marketplace.

**POLICY STATEMENT**

Gen7Pets, in its sole discretion, reserves the right to discontinue doing business with any retailer that advertises any product(s) covered by this MAP policy at a price lower than the MAP. This MAP policy shall apply to all retail channels including, Brick and mortar retailers, e-commerce retailers, catalog retailers, auction retailers, and incentive retailers.

**GENERAL GUIDELINES**

1. MAP shall be established exclusively by Gen7Pets and may be adjusted by Gen7Pets at its sole discretion.
2. Only items indicated with the MAP policy on the official Gen7Pets price list are covered under this policy. (see attached price list)
3. The MAP policy applies to all advertisements of MAP products in any and all media including, but not limited to, flyers, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, e-mail news letters, email solicitations, internet media, television, radio, and public signage.
4. The MAP policy applies only to the advertised price and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the brick and mortar's retail location, the in-basket of the e-commerce retailer's site, or over the phone. Gen7Pets retail partners remain free to sell all products at any price they choose.
5. This MAP policy does not in any way limit the ability of the retailer to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price", that consumers should "call for a price", "add to cart to

see price”, or phrases of similar import as long as the price advertised or listed for the products is not less than the MAP policy established by Gen7Pets.

### **POLICY ENFORCEMENT**

Gen7Pets reserves the right to cancel any pending orders, restrict future orders, or suspend dealer’s account if Gen7Pets reasonably believes that a dealer has violated the provisions of this policy or intends to violate this policy.

Failure to abide by this policy may result in sanctions being imposed by Gen7Pets in the following manner

- a. First Notification: Gen7Pets will send the dealer a communication noting the MAP policy violation and will be allowed, in good faith, to correct the infraction without further sanction.
  - b. Second Notification: In the event the retail partner does not correct the infraction within the allotted time and /or commits a second fraction, Gen7Pets may send the retail partner a notice of a price increase or reduction of discount resulting in a higher cost to the retail partner. The dealer will have the opportunity to correct the infraction
  - c. Third Notification: The third notification from Gen7Pets to a retail partner may result in Gen7Pets removing the product from the dealer partner for a period of 30 or more days.
- The date of violation will be as determined by Gen7Pets’ MAP Review Board.
  - Each violation with respect to a MAP Product will remain on record for one (1) year following the reseller’s last violation for that product(s).
  - Gen7Pets may change or cancel this policy at any time.

If you have questions or concerns regarding this policy, please contact Gen7Pets directly.















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Thank you for your partnership,

*The Gen7Pets Team*

	Model	Color	UPC #	MAP
	G2320RS	Regal Plus Raspberry Sorbet	854907004049	\$99.99
	G2320CO	Regal Plus Coral Orange	854907004490	\$99.99
	G2320GS	Regal Plus Gray Shadow	854907004056	\$99.99
	G2350DB	Monaco Dress Blues	854907004599	\$229.99
	G2350RG	Monaco Red Geometric	854907004612	\$229.99
	G2350BG	Monaco Black Geometric	854907004605	\$229.99
	G1516ZB	Roller-Carrier Zebra	854907004568	\$99.99
	G1516RG	Roller-Carrier Red Geometric	854907004551	\$99.99
	G1516BG	Roller-Carrier Black Geometric	854907004544	\$99.99
	G1520ZB	Roller-Carrier Zebra	854907004513	\$109.99
	G1520RG	Roller-Carrier Red Geometric	854907004520	\$109.99
	G1520BG	Roller-Carrier Black Geometric	854907004537	\$109.99
	G7742IC	Indoor Carpet Pet Ramp	854907004421	\$74.99
	G7572NS	Natural-Step™ Pet Ramp	854907004360	\$99.99