



Minimum Advertised Price Policy

Brutus Broth, Inc (**BB's**) Minimum Advertised Price Policy ("**MAPP**") recognizes that there is much more besides price alone that is important to the successful selling, support, and marketing of BB products. A focus solely on price could harm BB resellers' excellent sales, service, marketing, and support which in turn could harm BB's competitive position, reputation, and brand. BB does not want its resellers to "race to the bottom" on price and risk sacrificing their provision of important customer services. BB believes this policy will make BB and its resellers more competitive and that the MAPP will benefit BB resellers.

BB enforces the MAPP in its sole and absolute discretion. This includes BB's unilateral decision to not conduct business with any reseller who intentionally violates the MAPP. Any reseller may, of course, decide to advertise any BB product at any price, but if such price is less than the MAPP, such reseller does so with the understanding that BB has the right to cease doing business with the reseller and to pursue or obtain any other remedies available to it. BB's resellers are expected to be committed to providing excellent customer service and support by having well-trained, knowledgeable personnel who present well BB's products and services. BB believes it is important in turn to support these high standards and good efforts. Part of that support is unilaterally establishing this MAPP which is intended to allow BB resellers to earn sufficient profits to maintain their high level of customer service.

BB's Price List can be found attached and includes a "Manufacturers Suggested Retail Price" ("**MSRP**") for each product listed. For the sake of clarity, BB resellers have the absolute right to set their own prices and to actually sell BB products and/or services at any price desired by such reseller, however, any advertisement by any BB reseller that states a price other than the MSRP for the respective product in the Price List violates the MAPP. Such advertisements include, without limitation, those using any and all media (whether now known or later created), including, magazines, coupons, mailers, catalogs, inserts, newspapers, internet advertisements, via email, television, radio, and/or public signage. The MAPP also applies to any activity which BB determines, in its sole and absolute discretion, is designed to circumvent the intent of the MAPP, including provision of any other discount, coupon, credit (including gift cards), or incentive (such as free shipping) that results in an immediate price reduction of the advertised price of any BB product or service below its MSRP.



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Neither BB's nor reseller's sales representatives shall discuss this MAPP or make any agreement or assurance about it.

We have received a copy of, and shall adhere to, Brutus Broth's Minimum Advertised Price Policy.

Signature: _____

Printed Name: _____

Title: _____

Business Name: _____

DBA: _____

Address: _____

City: _____

State/Zip _____

Date: _____