



HUXLEY & KENT

Huxley & Kent Minimum Advertised Price (“MAP”) and Internet Minimum Advertised (“IMAP”) Price Policy

Huxley & Kent LLC, (“H&K”) wholesaler of better pet goods, recognizes the hard work that our independent partners do to support the pet industry and the pet charities. To that end, we will do everything we can to enforce a **Minimum Advertised Price (“MAP”) Policy** to assist all brick and mortar retailers of H&K products and to maintain the strong brand of H&K. H&K also recognizes that from time to time a retailer may request to sell products online. To that end, H&K enforces an **IMAP policy (Internet Minimum Advertised Price)**.

TO BECOME AN AUTHORIZED RESELLER

All retailers must fill out a retailer application with Pet Palette (Petpalette.com), our exclusive distributor. For more information please email info@petpalette.com.

MAP POLICY

The policy will be in effect as of August 1, 2016. Our MAP Policy applies to brick and mortar vendors of H&K products and is intended to provide a lower price for temporary sales and promotions.

MAP (Minimum Advertised Pricing) is 10% off suggested retail price. A list of our SRP prices may be obtained by contacting info@petpalette.com.

The MAP policy applies to advertisements online and in any media advertising including but not limited to: print ads, broadcast, direct mail, internet placement with third parties, internet placements on retailers site, flyers, poster or coupons. This in no way, limits a retailer’s right to set its own practices. Retailers are free to set the actual resale price of any product as long as it is at or above MAP price given the most recent publication of the price list.

From time to time, H&K may permit retailers to advertise MAP Products at prices lower than the MAP price. In such events, H&K reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period of time by providing advance notice to all retailers of such changes.

ON LINE VENDOR POLICY AND PRICING

- **IMAP PRICING:** Retailers shall not advertise H&K products at a price lower than SRP.
- Retailers may not sell H&K to or through third-party resellers including Amazon, eBay or similar sites without written permission from Huxley & Kent and approval by Pet Palette.

FAILURE TO COMPLY WITH MAP or IMAP POLICY

At the sole discretion of H&K, failure to comply with MAP or IMAP, or repeated failure to abide, may result in the immediate loss of Authorized Retailer status and your ability to purchase all H&K products both direct as well as through distribution.

H&K will utilize the following steps to resolve MAP violations:

1. Any and all retailers of H&K products which have not signed a Pet Palette MAP Policy agreement are classified as Unauthorized Resellers.
2. Violations from Authorized Retailers will need to be corrected within 24 hours of notification.
 1. First Violation: Authorized Retailer's account will be put on hold temporarily and a written warning will be provided. MAP violations must be corrected within 24 hours. Upon correction and following 30 days of compliance, violation will then be cleared.
 2. Second Violation: Authorized Retailer's account will be put on hold for 30 days.
 3. Third Violation: Authorized Retailer's account will be put on hold for 180 days. After this duration H&K will review and determine if account is to be reinstated.
 4. Fourth Violation: Should H&K decide to reinstate an Authorized Reseller who has previously demonstrated a third violation, yet violates a fourth time, the account will be unauthorized indefinitely.

H&K places great value on the efforts of all retailers to represent our products and support their customers. Our MAP policy is intended to encourage competition for the sale of H&K products in a manner that is consistent with the long-term interests of our customers. We are sure that you share our commitment to customer satisfaction and as such, we ask that you follow the stipulations above.

If you have any questions on the above policy, please contact info@huxleyandkent.com.

Updated 2/1/20