

WHOLISTIC PET ORGANICS™

MAP Policy

Wholistic Pet Organics, in its sole discretion, reserves the right to discontinue doing business with any retailer that advertises any product(s) covered by this MAP Policy for a price that is less than five percent (5%) of the product's listed price on Wholistic Pet Organics website (www.wholisticpetorganics.com)

General Guidelines

The products covered by this MAP Policy include all products sold by Wholistic Pet Organics ("MAP Products").

Wholistic Pet Organics recognizes that resellers are free to make their own decisions to advertise and sell any product at any price they choose, without consulting or advising Wholistic Pet Organics. Similarly, Wholistic Pet Organics will exercise its right to make its own decisions regarding the accounts eligible to sell Wholistic Pet Organics products.

This MAP Policy applies to advertised prices, not the price at which products are actually sold or offered for sale to an individual in-store, over the phone, email, or fax.

Advertising Guidelines

The MAP Policy applies to all advertisements of MAP Products in any and all media, including but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio, and public signage, as well as Internet sites, social media sites, apps, or any other electronic media.

Website features such as "click for price", automated "bounce-back" pricing e-mails, pre-formatted e-mail responses, forms, and automatic price display for any items prior to being placed in a customer's shopping cart, and other similar features are considered to be communications initiated by the dealer and thereby constitute "advertising" under this MAP Policy.

It shall not be a violation of this MAP Policy to advertise that a customer may "call for price" or "email for price", or to use similar language, so long as no price is listed.

This MAP Policy also applies to any activity which Wholistic Pet Organics determines, in its sole discretion, is designed or intended to circumvent the intent of this MAP Policy.

From time to time, Wholistic Pet Organics may permit resellers to advertise MAP Products at prices lower than the MAP retail price. In such events, Wholistic Pet Organics reserves the right to modify or suspend the MAP retail price with respect to the affected products for a specified period of time.

Policy Enforcement

In the event of a MAP Policy violation, all retail accounts shall have a period of forty-eight (48) hours to bring advertising into compliance or Wholistic Pet Organics reserves the right to cancel any pending orders and cease filling any new orders for the product(s) in violation of this MAP Policy for the following periods:

- i. For an initial violation, Wholistic Pet Organics will cancel any pending orders and cease filling any new orders for a period of thirty (30) days.
- ii. For a second violation by a reseller within one (1) year of the initial violation, Wholistic Pet Organics, at its discretion, reserves the right to cancel any pending orders or cease filling orders for a period of greater than thirty (30) days. Repeated infractions of this MAP policy may result in termination of dealer status.

Wholistic Pet Organics will continue to sell to the retailer any other products for which no MAP Policy violation has occurred.

Wholistic Pet Organics is solely responsible for determining whether a violation of the MAP Policy has occurred.

Resellers are expected to provide reasonable cooperation in Wholistic Pet Organics investigations regarding possible MAP Policy violations. Hindering, obstructing, delaying, or otherwise failing to cooperate with Wholistic Pet Organics MAP Policy investigation is a violation of this MAP Policy.

The MAP Policy will be enforced by Wholistic Pet Organics in its sole discretion and without notice. Dealers, distributors, resellers, have no right to enforce the MAP Policy. Violations of this MAP Policy may result in any of the aforementioned sanctions up to and including termination of our business relationship, as well as any available remedies at law.

I have read and understood Wholistic Pet Organics Wholesale Application form and its policies.

Signature: _____ Date: _____

Printed Name: _____