

MOLLY & REX™

Minimum Advertised Pricing Policy Agreement

Molly & Rex has adopted an Internet Minimum Advertised Price Policy (“MAPP”), which is applicable to all authorized Molly & Rex resellers in the United States. MAPP is intended to protect the Molly & Rex brand and preserve the opportunity for competitive reseller margins and avoid channel conflict between Authorized Partners.

Although Authorized Partners remain free to establish their own advertised and resale prices, Molly & Rex will, without assuming any liability, take action as described herein against Authorized Partners who advertise Punch Studio products online at any less than 15% below keystone.

This policy is applicable to online advertised prices made by Authorized Partners advertising Molly & Rex branded products. An online advertised price includes the price for a product shown on a web browser search; an Authorized Partner’s home page; content on a webpage within the Authorized Partner’s site or domain. Unless authorized, our products should not be sold through a 3rd party website or domain.

Value added promotions on Molly & Rex products can be advertised without violating MAPP as long as Molly & Rex product is advertised at or above MAPP guidelines. Product promotions with the price below MAPP guidelines shall not violate this policy if they are advertised in conjunction with Molly & Rex approved promotional activities.

In the event an Authorized Partner chooses not to follow MAPP, Molly & Rex reserves the right to terminate the working relationship. The following actions will be taken:

1. First Notification: Molly & Rex will send the Authorized Partner communication noting the MAPP violations and will be allowed 10 business days to fix the infraction without further action.
2. Second Notification: In the event the Authorized Partner does not cure the infraction within 10 business days, depending on the severity of the infraction, will terminate the reseller relationship.

Molly & Rex reserves the right at any time to modify, suspend, or discontinue the MAPP in whole or in part.

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: _____ Signature: _____

Company Name: _____ Date: _____

Phone: _____

Email: _____

Website URL: _____