



1485 Seabright Ave.  
Long Beach, CA 90813  
800.695.2017

## PRICE ADVERTISING AGREEMENT (MAP)

As a condition of being a seller of Pure Planet it is essential that the following terms and conditions are met.

Terms and Conditions:

1. **Pure Planet** has established a Minimum Advertising and Pricing (“MAP”) policy for its products. The MAP may be adjusted by **Pure Planet** at its sole discretion upon seven (7) day notice to you by email or fax.
2. The MAP specifically includes a maximum allowed advertised discount of up to, but no more than fifteen (15%) percent off “single item” Manufacturer Suggested Retail Price (“MSRP”) as indicated by the current published pricing supplied by **Pure Planet** and attached hereto. All those selling Pure Planet products must implement such modifications within 15 days from the date of receipt of such notice.
4. The MAP applies to the price at which **Pure Planet** products are actually sold or offered for sale to an individual consumer within the seller’s retail location. “Retail location” is defined as the physical or virtual place where end-users can buy products. The final sales price remains totally at retailers and dealers discretion within the agreed Minimum Advertised Price policy to be anywhere between zero and fifteen (15%) off. Sellers understand that a violation of this policy undermines the partnership and can be subject for terminating the retailer / vendor relationship.
5. **Pure Planet** may periodically discontinue products or engage in promotions with respect to certain items. In such events, **Pure Planet** may, at its discretion, modify or suspend the MAP with respect to the affected products by timely notifying all dealers of such change. Such notification shall be made in writing to the seller by e-mail, fax, or letter.
6. Full disclosure of all trade or corporate names held by the seller and manufacturer engaged in selling **Pure Planet** is required (at our request).

\_\_\_\_\_  
Fern Ramsey  
Pure Planet

\_\_\_\_\_  
Print Name: \_\_\_\_\_  
Print Company: \_\_\_\_\_