

**Alternative Sites, Ltd.**  
**The Dungeon Store**  
**MINIMUM ADVERTISED PRICE POLICY**  
**Internet and Mail Order Sales**

Effective October 25, 2018

**US MAP POLICY ALTERNATIVE SITES, LTD**

MAP POLICY – Alternative Sites, Ltd is dedicated to providing your consumers the highest quality online purchase experience from all of our Resellers. As such, we strictly enforce all minimum advertised price policies (MAP policy compliance) designated by our brand to protect our product’s imagery, trademark and pricing.

MAP policy compliance applies to all internet sales of our brands sold in North America (including Canada) and internationally, except in countries where such policies are prohibited by law.

MAP policy compliance applies to all brand products offered for resale based on the current retail price we publish.

The MAP Policy applies to all advertisements of selected Alternative Sites, Ltd products in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet and similar electronic media including websites, email newsletters, email solicitations, televisions, radio, and public signage. The MAP policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customer. In-store displays, point-of-sale signs, hangtags or bar codes or similar marks on products or product packaging which merely state the price are not considered “advertising” for the purposes of this MAP Policy. In that regard, this MAP Policy does not apply to the actual sales price on any “check-out page” of any Reseller’s website or related internet site (typically the page at which the end user finally purchases the product). This MAP Policy does apply to any other page(s) on the Reseller’s website.

All drop ship customers are required to conform to the published MAP policy compliance established for each of the products you resell. You may not ADVERTISE any of the MAP products at a price below the designated MAP price outlined in the published MAP policy. However, this policy does not apply in any way to a Reseller’s actual SELLING at set prices. Every online Reseller remains free to set their own retail price for any of our products they carry.

Advertising at prices below the MAP violates the our MAP Policy. Any price with a “strikethrough” treatment is not considered a proper display of the MAP or higher price. Any advertised price discounts such as coupons, or free accessories resulting in an effective advertised price of Alternative Sites Ltd. Products at less than the MAP will constitute a violation of the MAP Policy.

It is the sole discretion of Alternative Sites, Ltd to reserve the right to review a Reseller’s compliance with branded-vendor partner’s MAP policy. If it is verified a drop shipment or wholesale customer advertises our products below the MAP policy price they will be in violation of the MAP Policy.

In cases of violation of this MAP Policy:

- a) First Offense: Reseller will be sent written notice and allowed twenty-four (24) hours to bring advertising into compliance, otherwise Second Offense rule will go into effect.
- b) Second Offense: Reseller will be sent written notice and a 30 day ordering suspension will go into effect starting the day the written notice is sent from Alternative Sites, Ltd.
- c) Third Offense: Alternative Sites, Ltd will terminate all orders from Alternative Sites, Ltd to the Reseller immediately. Alternative Sites, Ltd will not provide prior notice or issue warning before taking action under this policy. Alternative Sites, Ltd distributors will also be notified that Reseller is to be excluded from ordering any Alternative Sites, Ltd products.

The MAP Policy does not establish maximum advertised prices. All Resellers may offer Alternative Sites, Ltd products at any price in excess of the MAP established for such products. **SELLING OR ADVERTISING ON AMAZON.COM, EBAY.COM, ETSY.COM, SHOPIFY.COM OR OTHER INTERNET AUCTION SITES IS STRICTLY PROHIBITED.** Alternative Sites, Ltd does not allow our copyrights, trademarks, trade dress, or other intellectual property to be used without Alternative Sites, Ltd written authorization. Sellers of our products also may not misrepresent any warranty information, nor make any false statements regarding any affiliation with, or endorsement by Alternative Sites, Ltd.

The MAP Policy does not in any way limit the ability of any dealer to advertise that they “have the lowest prices” or they “will meet or beat any competitor’s price,” that consumers should “call for a price” or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.

From time to time, Alternative Sites, Ltd may instigate promotions for products covered by the MAP Policy because the products are being discontinued or because they are just being released. In such events, Alternative Sites, Ltd reserves the right to modify or suspend the MAP with respect to the affected products by notifying all Resellers of such a change. Alternative Sites, Ltd further reserves the right to adjust the MAP with respect to all or certain products at its sole discretion upon fifteen (15) days advance written notice to Resellers, provided that such changes shall apply equally to all Resellers.

Alternative Sites, Ltd has adopted this MAP Policy unilaterally. Alternative Sites, Ltd neither solicits, nor will it accept, any assurance of compliance with this MAP Policy. Alternative Sites, Ltd will not discuss any conditions of acceptance related to this Policy, as it is non-negotiable and will not be altered for any Reseller. Nothing in this Policy shall constitute an agreement between Alternative Sites, Ltd and any Reseller that the Reseller will comply with this MAP Policy.

Alternative Sites, Ltd employees, distributors and sales representatives are not authorized to engage in any conversations with any Reseller on this subject. They do not have any authority to modify or grant exceptions to this MAP Policy. Please do not discuss this MAP Policy with any Alternative Sites, Ltd employees, distributors or sales representative.

Alternative Sites, Ltd reserves the right to modify suspend or discontinue this Policy in whole or in part at any time. This MAP Policy supersedes all previous policies, and shall remain in effect unless Alternative Sites, Ltd amends or replaces it.

Date:

Minimum Advertised Price (MAP) is equal to a 10% discount of Manufacturer's Suggested Retail Price (MSRP) on all products listed on our current wholesale price list.

I acknowledge on behalf of \_\_\_\_\_ that I have read and understand Alternative Sites, Ltd MAP (Minimum Advertised Price) Policy outlined above.

Signature of Owner/Authorized Reseller Representative:

DATE: \_\_\_\_\_

PRINT NAME \_\_\_\_\_

SIGNATURE \_\_\_\_\_

UPC Code	SKU	Product Description	MSRP	MAP
818097010863	TDSVAK-P	Angel Kiss PURPLE	54.95	49.46
818097010879	TDSVAK-C	Angel Kiss COPPER	54.95	49.46
818097010885	TDSVCN-B	Bling Nail Sets set of 5 Black	49.95	44.96
818097010891	TDSVCN-G	Bling Nail Sets set of 5 Crystal	49.95	44.96
818097010807	TDSV5T	Silver Talons (Set of 5)	14.95	13.46
818097010813	TDSV4V	Vampire Nails (Set of 4)	19.95	17.96
818097010829	TDSVMC-RB	Chain Flogger - Mini Red/Black	29.95	26.96
818097010835	TDSVMG-SB	Mylar Flogger - Black/Silver	29.95	26.96
818097010841	TDSVMG-MG	Mylar Flogger - Mardi Gras	29.95	26.96
818097010100	TDSVPX-R	Pixie Stix Red	54.94	49.45
818097010116	TDSVPX-X	Pixie Stix Rainbow	54.95	49.46
818097010122	TDSVGY-P	Glass Electrode - "Y" Purple	29.95	26.96
818097010138	TDSVGY-R	Glass Electrode - "Y" Red	29.95	26.96
818097010144	TDSVGG-P	Glass Electrode - Ring Purple	34.95	31.46
818097010150	TDSVGG-R	Glass Electrode - Ring Red	34.95	31.46
818097010166	TDSVWW-1	Wartenburg Wheel - Single	10.99	9.89
818097001004	TDSKPP-B	Basic Puppy Play Kit -Black Mask, Tail, Mitts, , Carry Pak,	179.95	161.96
818097001010	<u>TDSKPP-2</u>	Basic Puppy Play Kit -2 Tone/Black & Yellow, Tail, Mitts, Carry Pak,	179.95	161.96
818097001105	TDSKCBT-1R	CBT Kits - Metal Chastity Cage, Intimate Flogger, Set of 10 tiny clothes pins, 5 Ft of Leather Lacing, Instructional DVD, Case,	129.95	116.96
818097001111	TDSKCBT-1P	CBT Kits - Metal Chastity Cage, Intimate Flogger, Set of 10 tiny clothes pins, 5 Ft of Leather Lacing, Instructional DVD, Case,	129.95	116.96
818097000020	TDSPPBG-B	Bone Gag - Black	19.95	17.96
818097000036	TDSPPRT-B	Tail - All Black	24.95	22.46

UPC Code	SKU	Product Description	MSRP	MAP
818097000042	TDSPPBM	Basic Mitts	59.95	53.96
818097000200	TDSBR30-R	MFP Rope by the Bundle - 30ft - Red	29.95	26.96
818097000216	TDSBR30-R	MFP Rope by the Bundle - 30ft - Purple	29.95	26.96
818097000222	TDSBR30-B	MFP Rope by the Bundle - 30ft - Black	29.95	26.96
818097000238	TDSBR30-K	MFP Rope by the Bundle - 30ft - Pink	29.95	26.96
818090000247	TDSBRSS-A	Safety Shears	10.99	9.89
818090010119	TDSBSSJ-B	Sleepsuit-Straight Jacket Combo, Black	999.95	899.96
818090010125	TDSBSSJ-R	Sleepsuit-Straight Jacket Combo, Red	1299.95	1169.96
818097001111	TDSBCDB-S	Stainless Steel Chasity Device - The Birdcage	69.95	62.96
818097001127	TDSBCDCB	Stainless Steel Chasity Device - The Cell Block	69.95	62.96
818097001133	TDSBCDKS-B	Black Stainless Steel Chasity Device - Snake	69.95	62.96
818097001149	TDSBCDTC-B	Black Stainless Steel Chasity Device - Captured	69.95	62.96
818090002003	TDSBRLL8-B	8" Leather Locking Buckle Cuffs - Black/Black (pair)	59.95	53.96
818090002019	TDSBRLL10-B	10" Leather Locking Buckle Cuffs - Black/Black (pair)	59.95	53.96
818090002025	TDSBRLL12-B	12" Leather Locking Buckle Cuffs - Black/Black (pair)	59.95	53.96
818097003006	TDSBRHG4-L	Huggers - 4 Large	29.95	26.96
818097003012	TDSBRHG4-S	Huggers - 4 Small	24.95	22.46
818097003028	TDSBRNCR	Adjustable Nipple Clamps - Rings	16.95	15.26
818097003034	TDSBRNCBC	Adjustable Nipple Clamps - Bell/Chain	19.95	17.96
818090010002	TDSIFLDB-BR	Diamond Back Flogger - Black/Red	99.95	89.96
818090010018	TDSIFLDB-BU	Diamond Back Flogger - Black/Blue	99.95	89.96
818090011008	TDSIFLPRR-X	Pride Flogger - Buffalo Falls, Suede Tails	299.95	269.96
818090012004	TDSIFNLM-U	Neoprene & Leather Flogger - Blue	79.95	71.96
818090012010	TDSIFALM	Kitchen Sink Flogger	79.95	71.96
818090010103	TDSIPLDB-BR	Persuader - Red	64.95	58.46
818090010119	TDSIPLDB-BU	Persuader - Blue	64.95	58.46

UPC Code	SKU	Product Description	MSRP	MAP
818097010009	TDSIC4-X	Sweet Pride - 4 cane birch bundle - Black	59.95	53.96
818090013000	TDSIHSR	Handspanker - Right Hand	29.95	26.96
818090013016	TDSIHSL	Handspanker - Left Hand	29.95	26.96
818090014006	TDSIPLLP	Tushy Pop Paddle	69.95	62.96
818097090013	TDSZFFS-PR	Tailz - 2 Tone Faux Fur Fox - Purple/Dusty Violet, Silver Tone Metal Plug Sm	49.95	44.96
818097090029	TDSZFFM-PR	Tailz - 2 Tone Faux Fur Fox - Purple/Dusty Violet, Silver Tone Metal Plug Med	49.95	44.96
818097090035	TDSZFFL-PR	Tailz - 2 Tone Faux Fur Fox - Purple/Dusty Violet, Silver Tone Metal Plug LG	49.95	44.96
818097090041	TDSZPRS	Tailz - Faux Fur Rainbow Tail - Silicone Plug Large	34.95	31.46
818097090057	TDSZPRM-M	Tailz - Faux Fur Rainbow Tail - Metal Plug Med	34.95	31.46
818097090063	TDSZPRM-S	Tailz - Faux Fur Rainbow Tail - Metal Plug Small	34.95	31.46
818097091081	TDSZSD3B	Set of 3 - 6mm, 8mm, 1.1 mm starter inc individual pk of lube	64.95	58.46
818097091097	TDSZSD3M	Set of 3 - 7mm, 9mm, 1.2mm Intermediate	69.95	62.96
818097099001	TDSZGPP-B	Black Glass Anal Plug - Phat Plug	39.95	35.96
818097099017	TDSZGRP-B	Black Glass Anal Plug - Ripple	39.95	35.96
818097099023	TDSZGT-B	Black Glass Anal Plug - Twisted	39.95	35.96