



Blue Ox Designs, LLC.
19851 Nordhoff Place, Ste 101
Chatsworth, CA 91311
818-812-6643 x112
ryan@oxballs.com

March 6, 2019

Dear US Retail Partners,

As part of our commitment to protecting the integrity of the value of Oxballs and hünkyjunk products in an ever-changing marketplace, our company has long ago adopted a non-discount policy at the level of sales to retailers. Our non-discount policy supplements our MAP policies.

The goal in remaining non-discount is to maintain the valuation of goods, for all retailers who invest in stock of our products, by ensuring that no competitor is purchasing the same products at less cost and in turn out-pricing peers who are not getting as deep of discounts, or perhaps do not share the same cost of doing business.

We have required that all of our suppliers in North America renew their commitment to our non-discount policies and remove any discounts that have been put in place over time as we prepare for the launch of our new hünkyjunk line and to reinstate the same support for Oxballs.

If you have been receiving a discount previously and your distributor has revoked it, please know that we have set repercussions for our distributors who do not maintain these policies with us and that this change is to reinstate a previously held strategy to support your business and protect value of the goods you purchase from our company.

Our MAP and Non-Discount policies do not gain us better margins, neither improves our profitability in any way in our business with distributors; these policies are the most effective support we can provide retailers to ensure that when you purchase one of our products, it maintains its value in your retail storefront until it is sold.

I'm happy to discuss any concerns you have further. Please contact me directly should you wish to share any thoughts with me about this matter.

Thank you for your continued support!

Sincerely,

Ryan Fraga
Director of Sales & Operations
818-812-6643 x 112
ryan@oxballs.com