



Williams Trading Co
9250 Commerce Hwy
Pennsauken NJ 08100

Dear Valued e-commerce Partner

Please note the following new Restricted MAP Policy from CB-X Products

March 1, 2019 Re: Sales of CB-X products on 3rd Party Websites

Effective immediately, a new policy is being put into place - no retailer, new or existing shall be allowed to sell CB-X products on any 3rd Party Website, including and not limited to **Amazon, eBay, Walmart, Groupon, etc.**

We are implementing this policy to protect our valued retailer network and re-sellers of whom are respecting the Minimum Advertised Pricing (MAP) in-store and online. As we are sure you can appreciate, we can no longer tolerate 3rd party website sellers violating our MAP agreement, along with their use of false labeling/imaging of CB-X products and unauthorized use of CB-X trademarks.

Our strong position on this issue and zero tolerance policy will strengthen our existing distributors and retailers. Those who are not adhering to these policies by April 1, 2019, will no longer be able to stock CBX products and will be subject to various legal remedies. A copy of the MAP agreement can be found here at the [following link](#)

Sincerely,

Michael Tullis
National Sales Manager CB-X/AL Enterprises