

## SPUNK Lube **Minimum Advertised Pricing** Policy/Agreement (updated 12/18/2018) D. Enterprises

A Minimum Advertised Price (**MAP**) on all SPUNK Lube (SL) products is in effect. International accounts must reflect pricing as translated into their local currency. SPUNK Lube has been building a brand of strong recognition and a high perceived value since 2010. By not adhering to the established Minimum Advertised Price (MAP) a reseller can have a dramatic effect of diminishing or detracting from the perceived value of the SPUNK Lube brand and its products. Our MAP pricing policy is intended for consumers to purchase from our resellers based on loyalty and customer care expectations & not from price alone. **Therefore, if SPUNK Lube agrees to allow your company to sell its products, you will need to agree and abide by the following requirements and restrictions.**

The MAP policy shall work under the following guidelines:

- 1) Intentional or repeated failure to abide by this policy will result in the termination of your dealership privileges. SL does not intend to do business with dealers or sales representatives who degrade the image of SL and its products. It is SL's sole discretion whether to provide prior notice or issue warnings before taking any action under this policy.
- 2) The Minimum Advertised Price for any SL product shall be as follows and is established by SL and may be adjusted by SL at its sole discretion.
- 3) If pricing is displayed in other than a brick and mortar retail store, any strike-through or other alteration of the Minimum Advertised Price is prohibited.
- 4) MAP does not establish maximum advertised prices. All dealers and sales representatives may offer SL products at any price in excess of the MAP.
- 5) Dealer agrees to hold all trademarks, product images, and copyrights of SPUNK Lube as the property of SPUNK Lube and use advertising materials provided by SPUNK Lube in an authorized manner only.
- 6) E-Bay and Other Auction Web Sites Policy:
  - "Buy it Now" options must be listed at a price equal to MAP or greater.
  - For auctions the reserve and/or opening bids must start at MAP without a "Buy it Now" option.
  - Best Offer Auctions Are Not Allowed unless price is MAP or greater.
- 7) Negotiated Contracts: From time to time it may be explicitly approved by SPUNK Lube in writing to sell certain SL products at below MAP pricing. The discount amount and length of time will be determined at the time of this approved promotion by SPUNK Lube
- 8) Dealers must disclose all names under which it operates, not limited to but including brick and mortar retail stores, websites, eBay seller account names, Amazon seller account names, and JET seller account names. Any changes to this information made after receiving approval to be a dealer for SPUNK Lube must also be disclosed immediately. Failure to meet this requirement will result in the suspension and/or termination of your dealership privileges at SL's sole discretion.

9) Any multi-packs of SPUNK Lube products must also adhere to this MAP policy (for example 1 (2 pack) of 8 oz SPUNK Lube Hybrid would MAP \$26) and any offers or promotions promising free or discounted SPUNK Lube product in exchange for a full sale purchase of SPUNK Lube product are strictly prohibited (for example – but 2 get 1 free). Subscribe and Save on Amazon is also not allowed. Unless price of S&S is set to MAP.

10) 8 oz SPUNK Lube Hybrid can no longer be sold on Amazon. Soon the listing will be controlled exclusively by SPUNK Lube and/or D. Enterprises and then retail price will be increased to support reseller's abilities to better sell other sizes of SPUNK Lube. Currently resellers are selling out of current inventory of 8 oz SPUNK Lube Hybrid and will be unable to purchase more to sell on Amazon.

### **MAP Agreement Confirmation:**

This MAP policy has been established by SPUNK Lube to help ensure the legacy of SL as a top producer of personal lubricants and to protect the reputation of its name and products. The MAP policy is also designed to ensure dealers and sales representatives have the incentive to invest resources into services for SL customers. 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: \_\_\_\_\_

Company name: \_\_\_\_\_

Any and all other names by which this company operates (including names used on AMAZON, Ebay, Jet, etc):

\_\_\_\_\_

Principal name printed: \_\_\_\_\_

Principal Signature: \_\_\_\_\_

Date signed: \_\_\_\_\_

Dealer Address: \_\_\_\_\_

Dealer City/State/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website URL's: \_\_\_\_\_

eBay Seller Name: \_\_\_\_\_

Amazon Seller Name: \_\_\_\_\_

JET Seller Name: \_\_\_\_\_

Any Other Website (s) Name Where You Will Be Offering SPUNK Lube for Sale:

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<b>PRODUCT NAME</b>	<b>MAP</b>	<b>ITEM CODE</b>	<b>UPC</b>
SPUNK Lube HYBRID (2 oz)	MAP \$9+	SPNK2	071819002189
SPUNK Lube HYBRID (4 oz)	MAP \$11+	SPNK4	071819399999
SPUNK Lube HYBRID (8 oz)	MAP \$13+	SPNK8	071819378482
SPUNK Lube HYBRID (16 oz)	MAP \$26+	SPNK16	071819003308
SPUNK Lube HYBRID (32 oz)	MAP \$45+	SPNK32	071819002356
SPUNK Lube HYBRID (1/2 gallon)	MAP \$70+	SPNK64	718190024002
SPUNK Lube HYBRID (1 Gallon)	MAP \$110+	SPNK128	071819001410
SPUNK Lube PURE SILICONE (2 oz)	MAP \$10+	SPNK2PS	071819002240
SPUNK Lube PURE SILICONE (4 oz)	MAP \$13+	SPNK4PS	071819003285
SPUNK Lube PURE SILICONE (8 oz)	MAP \$16+	SPNK8PS	071819001434
SPUNK Lube PURE SILICONE (32 oz)	MAP \$50+	SPNK32PS	071819001151
SPUNK Lube PURE SILICONE (1/2 gallon)	MAP \$95+	SPNK64PS	071819002110
SPUNK Lube PURE SILICONE (1 Gallon)	MAP \$180+	SPNK128PS	071819003155
SPUNK Lube NATURAL (2 oz)	MAP \$10+	SPNK2NAT	071819001274
SPUNK Lube NATURAL (4 oz)	MAP \$13+	SPNK4NAT	071819001311
SPUNK Lube NATURAL (8 oz)	MAP \$16+	SPNK8NAT	711081286046
SPUNK Lube PINK (2 oz)	MAP \$9+	SPNK2PINK	071819002257
SPUNK Lube PINK (4 oz)	MAP \$11+	SPNK4PINK	071819002066
SPUNK Lube PINK (8 oz)	MAP \$13+	SPNK8PINK	718190023876
SPUNK Lube PINK (1 Gallon)	MAP \$110+	SPNK128PINK	071819300001
<b>Rebranded to SPUNK Lube Hybrid</b>			
STR8cam Lube Hybrid (8 oz)	MAP \$13+	STR88	753182378442
STR8cam Lube Hybrid (1/2 gallon)	MAP \$70+	STR864	NONE
STR8cam Lube Hybrid (1 Gallon)	MAP \$110+	STR8128	NONE

**MAP** prices subject to change at any time. Please contact us at [orders@spunklube.com](mailto:orders@spunklube.com) with any questions. Re-sellers/Vendors selling below MAP will be suspended for violation of this reselling policy as MAP protects the value and the brand of SPUNK Lube and its products. **MAP** is the MINIMUM price our items can retail for. You can sell them for any amount above MAP. The manufacturer wishes to maintain a premium-reputation with its **MAP** pricing policy & retains its rights to not do business with those not meeting Minimum Advertising Prices.