

SPUNK Lube Minimum Advertised Pricing Policy/Agreement

Effective January 1, 2018, 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 – 2 packs of 8oz SPUNK Lube would have a MAP of \$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).

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 Ebay, Amazon, 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:

PRODUCT NAME	MAP	ITEM CODE	UPC
SPUNK Lube HYBRID (2 oz)	MAP \$9	SPNK2	71819002189
SPUNK Lube HYBRID (4 oz)	MAP \$11	SPNK4	71819003070
SPUNK Lube HYBRID (8 oz)	MAP \$13	SPNK8	71819378482
SPUNK Lube HYBRID (16 oz)	MAP \$26	SPNK16	71819003308
SPUNK Lube HYBRID (32 oz)	MAP \$45	SPNK32	71819002356
SPUNK Lube HYBRID (1/2 gallon)	MAP \$70	SPNK64	718190024002
SPUNK Lube HYBRID (1 Gallon)	MAP \$110	SPNK128	71819001410
SPUNK Lube PURE SILICONE (2 oz)	MAP \$10	SPNK2PS	71819002240
SPUNK Lube PURE SILICONE (4 oz)	MAP \$13	SPNK4PS	71819003285
SPUNK Lube PURE SILICONE (8 oz)	MAP \$16	SPNK8PS	71819001434
SPUNK Lube PURE SILICONE (32 oz)	MAP \$50	SPNK32PS	71819001151
SPUNK Lube PURE SILICONE (1/2 gallon)	MAP \$95	SPNK64PS	71819002110
SPUNK Lube PURE SILICONE (1 Gallon)	MAP \$180	SPNK128PS	71819003155
SPUNK Lube NATURAL (2 oz)	MAP \$11	SPNK2NAT	71819001274
SPUNK Lube NATURAL (4 oz)	MAP \$14	SPNK4NAT	71819001311
SPUNK Lube NATURAL (8 oz)	MAP \$17	SPNK8NAT	71819001083
SPUNK Lube PINK (2 oz)	MAP \$9	SPNK2PINK	71819002257
SPUNK Lube PINK (4 oz)	MAP \$11	SPNK4PINK	71819002066
SPUNK Lube PINK (8 oz)	MAP \$13	SPNK8PINK	718190023876
SPUNK Lube PINK (1 Gallon)	MAP \$110	SPNK128PINK	718190023876
SPUNK Lube 2017 PRIDE (8 oz)	MAP \$13	SPNK8PRI	71819099868
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 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.