



## Minimum Advertised Price Policy (MAP)

Heritage Lace Inc. has developed a strong reputation and following among the end-user consumers of our products. In order to preserve our reputation and to further enhance our image and competitiveness in the marketplace, Heritage Lace has unilaterally established a **Minimum Advertised Price policy (MAP)** for the benefit of all of our valued dealers. We find it necessary to implement a MAP policy so that Heritage Lace products are not devalued in the marketplace, and so each Heritage Lace dealer can compete equally based on the value they provide the customer.

MAP Policy and catalog price lists are available online at: [heritagelace.com/wholesale](http://heritagelace.com/wholesale). **Password:** Lace.

1. An authorized Heritage Lace dealer shall be deemed in violation of this MAP policy if they advertise, or otherwise place in the public domain, prices for Heritage Lace products that are below the current MAP pricing.
2. Under this policy, no advertised prices may fall below the amount of double the wholesale price.
3. This MAP policy applies only to advertised prices. Heritage Lace does not and will not impose or enforce any policy with respect to the actual re-sale price of the product, and the authorized dealer is free to sell Heritage Lace products at any price and terms it deems appropriate.
4. This MAP policy applies to all advertisements of Heritage Lace products and includes, but is not limited to, magazines, websites and other electronic media, broadcast emails, catalogs, flyers, coupons, newspapers, television, and radio. The policy does not affect any in-store actual product pricing.
5. Pricing listed on the internet is considered an “advertised price” and must adhere to the MAP policy.

If an authorized Heritage Lace dealer chooses not to follow MAP, penalties will be imposed by Heritage Lace in the following manner:

1. **First Notification:** Heritage Lace will send a communication noting the MAP policy violation and will allow one week for the infraction to be corrected.
2. **Second Notification:** If the violation is not cured within one week, Heritage Lace will send a second communication noting the continued MAP policy violation and will discontinue the shipment of any Heritage Lace products that are subject to the MAP policy violation.
3. **Third Notification:** In the event the violation is still not cured within one week after the second notification, Heritage Lace will send a communication noting the continued MAP policy violation(s) and, depending on the severity of the violation(s), may terminate the business relationship with the violating party.

If the violator of the listed MAP policy is a non-authorized Heritage Lace Dealer advertising on a website using a “marketplace” structure, the penalties are as follows:

1. First Notification: Heritage Lace will send a communication noting the MAP policy violation and will allow one week for the infraction to be corrected.
2. Second Notification: If the violation is not cured within one week, Heritage Lace will send a second communication noting the continued MAP policy violation and will order a product to identify the violator.
3. Third Notification: In the event the violation is still not cured within one week after the second notification, Heritage Lace will send a communication noting the continued MAP policy violation(s) and, depending on the severity of the violation(s), may refuse to allow any shipments to the gathered address from the second notification in the future.

Heritage Lace reserves the right at any time to modify, suspend, or discontinue the MAP policy in whole or in part. Subject to the severity, nature, and repetition of any violations, Heritage Lace, at its sole discretion, may accelerate the penalties level, including the possible termination of the business relationship.

October 2018