



Treco Specialty Products, Inc.

January 1, 2018

Dear Retail Partner,

All of our marketing efforts have been aimed at highlighting quality and design. We do not promote price over quality and we do not encourage retailers to do so in their advertising or pricing.

In an effort to address disparities in advertised retail pricing, Treco Specialty Products, Inc., has established a Minimum Advertised Price (MAP) policy for our WubbaNub brand list:

The MAP for the following is:

WubbaNub Pacifier Polybag packaging - (MAP price is \$13.95)

WubbaNub Pacifier (cube packaging) – (MAP price is \$13.95)

WubbaNub Pacifier (clamshell packaging) – (MAP price is \$13.95)

WubbaNub Major League Baseball™ Series - (MAP price is \$21.99)

WubbaNub Lovey – ((MAP price is \$15.99)

Treco Specialty Products, Inc., operates in compliance with USA laws governing these practices. This policy will be applied unilaterally to all Treco Specialty Products, Inc., retailers, including e-commerce, mail order, and catalog companies.

Minimum Advertised Price Policy and Enforcement:

- The MAP for all products listed above will be no lower than pricing as listed above.
- Advertising includes, but is not limited to, newspaper and print, promotional mailers, coupons, direct response, flyers, posters, inserts, newspaper, magazines, online, e-blasts, web sites, and all other electronic media. The MAP policy does not apply to in-store advertising.
- Prices displayed online are considered “advertised price” and therefore are subject to our MAP policy. On an ecommerce website, all prices including “click for price” and preformatted email responses are understood to be initiated by the seller and are considered advertising under this MAP policy.
- Advertising “the lowest prices” or “we’ll match any competitor’s prices” is a violation of this MAP policy.
- The MAP policy does not apply to solely on-premise or in-store advertising that is not distributed to customers.
- The MAP policy will be enforced by Trebco Specialty Products, Inc., in its sole discretion and without notice.
- In the event that Trebco Specialty Products, Inc., determines a non-compliance with this policy, the offending party will be contacted by Trebco Specialty Products, Inc.. Any additional breach will result in WubbaNub products no longer being shipped to that account.
- Trebco Specialty Products, Inc., reserves the right to cancel any pending orders, restrict future orders or suspend a retailer if Trebco Specialty Products, Inc., reasonably believes: (a) a retailer has violated the provisions of this policy; or (b) a retailer intends to violate this policy.
- If a retailer with multiple store locations violates this MAP policy at any one store location, or on any associated website, then Trebco Specialty Products, Inc., will consider this to be a violation by the dealer.
- Website features such as “click for price”, pricing emails, preformatted email responses, forms, automatic price displays for any items prior to being placed in a customer’s shopping cart and other similar features are considered to be communications initiated by this retailer (rather than by the customer) and therefore, constitute “advertising” under this policy.
- No Trebco Specialty Products, Inc., sales representative has the authority to modify or grant exceptions to this policy. Trebco Specialty Products, Inc., MAP policy administrator has the sole responsibility of determining if a breach has occurred as well as determining appropriate sanctions.
- Trebco Specialty Products, Inc., reviews the advertised prices of retailers, either directly or via the use of third party agencies or tools. Retailers are expected to provide reasonable cooperation in any

Treco Specialty Products, Inc., investigations regarding possible MAP policy violations. Hindering, obstructing, delaying or otherwise failing to cooperate with a Treco Specialty Products, Inc., policy investigation is a violation of this MAP policy.

- Advertising WubbaNub products as part of a discounted package of several items (bundling) that has the effect of the WubbaNub products being advertised below MAP pricing will be in violation of this MAP policy.

All questions related to this MAP policy should be directed in email to sales@wubbanub.com