



## **Mountainsmith – Minimum Advertised Price Policy (MAP) - 2022**

Mountainsmith desires to maintain a high standard of brand image and believes certain advertising and promotional practices degrade the ability to do this. Mountainsmith also recognizes the importance of retailer's ability to provide a high level of service to maintain the specialty customer base. In order to do this, retailers must maintain healthy margins to retain competent staff, develop training programs and provide broad assortments.

In order to promote a fair and level playing field between brick and mortar retailers and internet retailers and to support retailer's ability to provide best in class service Mountainsmith officially adopts the following MAP Policy effective Jan 1<sup>st</sup> 2022:

Mountainsmith retailers may not advertise any Mountainsmith products below the current season minimum suggested retail price.

Except as listed below, the Spring pricelist and MAP is in effect January 1<sup>st</sup> through June 30<sup>th</sup> and the Fall pricelist and MAP is in effect from July 1<sup>st</sup> through December 31<sup>st</sup>.

The MAP Policy does not apply to:

- Any discontinued, special make ups or factory seconds
- Password protected websites for a single end user
- Events, quotes, bids and contracts
- All products during the below time periods:
  - May 13 through May 31 2022
  - August 30 through September 13 2022
  - November 8 through November 30 2022

Retailers must correct any MAP violations within 24 hrs of being notified by Mountainsmith.

For any retailer in violation of this MAP Policy Mountainsmith reserves the right to take the below actions:

- Stop shipping products within this category in which the violation occurred for a period of 30 days
- Stop shipment of all products for a period of 45 days
- Terminate retailers account if violations continue

Any questions on this policy should be sent in writing to:

Mountainsmith: Attn: Sales Manager: 910 12<sup>th</sup> Street, Golden, CO 80401

**Mountainsmith reserves the right to make any exceptions or changes to the policy and terminate their relationship with dealers at any time.**