



Minimum Advertised Price Policy

This information applies to any company or individual currently offering, or intending to offer, Creative Brands, Inc. products for sale to the general public via print media, the internet, or other channels.

It is the policy of CBC, Inc. (CBC) policy that ALL resellers of CBC products MUST list the products at the Minimum Advertised Price ("MAP") in all publicly accessible media, including, but not limited to, catalogs, printed ads, listings on websites, and paid internet ads including sponsored links, Product Listing Ads, and Comparison Shopping Engine placements. MAP is generally defined as wholesale cost x 2 for most categories.

CBC uses a third-party vendor to identify violators of this policy. On the first offense, the reseller will be contacted and given 48 hours to comply. On the second offense, the reseller will be placed on hold pending review. A third violation will permanently revoke permission to sell CBC's products.

All e-commerce resellers of CBC products must adhere to the following requirements, whether stocking through CBC or one of its distributors:

1. Dealers are responsible for remaining current with MAP policies.
2. All product images must be kept current and must be updated as new packaging and labeling is received.
3. No inflated, false retail prices may be displayed with a "discounted" MAP beside it, including quantity discounts that do not reflect the quantity discounts formally recognized by Creative Brands.
4. Advertising using CBC product names or trademarks must link to CBC products and may not link to web pages without CBC products shown.
5. Any reference to free shipping is strictly limited to the term "Free Shipping."
6. Advertising verbiage may not include terms such as "save," "huge savings," "lowest prices," "x% off," "x% discount," "save x%," "cheapest," or any such synonymous terms. This list may be expanded as needed.

Accounts must notify CBC of ALL DBAs and URLs associated with the primary account. Any account failing to disclose this information will be immediately suspended.

Purchasing and/or distributing any CBC product implies agreement to conform to the requirements of this policy.