



Pricing and Restricted Market Policy Notice

Pricing

Our pricing model has been established to ensure that end users of Bass Brushes ("Bass") products receive high quality products and excellent customer service from their point of purchase.

Effective January 01, 2017 a Minimum Advertised Price ("MAP") shall be in effect on all products purchased from Bass Brushes. International resellers must reflect pricing as translated into their local currency. To sell Bass products, you will need to agree and abide by the following requirements and restrictions.

- 1) All parties in compliance with this agreement must obtain and use authorized marketing material directly from Bass Brushes. Alterations and customizations must be discussed and approved by Bass Brushes. Unauthorized use of materials will be considered a violation of this agreement. Materials include, but are not limited to images, layouts, descriptions, names, and headlines.
- 2) All Bass products must not be listed below the Suggested Retail Price ("SRP") on any online retailer, store, or website.
- 3) All parties in compliance with this agreement must disclose **all** businesses through which customer distributes Bass products online. This includes all trade names through which Bass products are distributed direct to consumers online.
- 4) If a party wishes to discount by offering promotions such as QR code, coupon, direct email, or any other method or "Special Offer," the party must also show the original listing price or SRP. It must be clear to the customer that the discounted price is special and limited. There are no other restrictions on promotions.
- 5) On E-Bay or other auction websites, "Buy it Now," "Reserve" or the opening bid must be at or above the MAP.
- 6) This policy applies to all advertisements of Bass products in any and all media, including, but not limited to: flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations,

Internet or similar electronic media, television, radio, and public signage in which the intended sale portal is online.

- 7) The inclusion in advertising of discounted Bass products is contrary to the policy if it has the effect of discounting the advertised price of the product below the MAP in instances where the policy is in effect.
- 8) This policy does not establish maximum pricing. All retailers may offer Bass products at any price in excess of the MAP.
- 9) This policy does not preclude any retailer from giving Bass products away for free. As such, it is permissible to advertise a buy one, get one free offer or any other offer where a Bass product is given away without charge.
- 10) This policy does not in any way limit the ability of any brick and mortar store to advertise that "they have the lowest prices" or that they "will meet or beat any competitor's price," or similar phrases.
- 11) Intentional or repeated failure to abide by this policy will result in termination of the wholesale account. It is Bass's sole discretion to provide or not to provide prior notice or issue warnings before taking any action under this policy.
- 12) Upon a party's non-compliance with this policy, that party shall pay to Bass a cumulative total for **all** orders placed, such total based on the difference between the retail list price and the customer's discounted price for each product. Party shall provide all relevant information needed for Bass to verify this cumulative total payment.
- 13) From time to time, Bass may provide explicit, written exceptions to this policy.

Any questions regarding this policy can be directed to me personally by phone or mail.

A handwritten signature in black ink that reads "Joel D. Weinstein". The signature is written in a cursive style with a large, looping initial "J".

Joel D. Weinstein

Vice President

Bass Brushes

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