

Minimum Advertised Price (MAP) Policy

Pudgie Parrot, LLC

Effective February 1, 2018, Pudgie Parrot, LLC, has adopted this Minimum Advertised Price (MAP) Policy on Your Nest® Organizers which shall apply to all retailers (resellers), including catalogs and internet retailers who sell Your Nest Organizers to end users in the US and Canada.

MAP Policy Guidelines:

1. MAP pricing for any color variation of Your Nest Organizers is \$18.95 per unit. Changes to MAP pricing may be obtained at the Pudgie Parrot website (<https://pudgieparrot.com>) or by contacting Pudgie Parrot by email (hello@pudgieparrot.com).
2. All advertised prices for Your Nest Organizers must be at or above MAP for all products. Resellers are not required to list prices in advertisements. If a price is listed in an advertisement it must be at or above MAP. "Call for price" or "Call for quote" language is acceptable.
3. The MAP Policy applies to all advertisements in any and all media including but not limited to fliers, posters, coupons, mailers, inserts, newspapers, newsletters, magazines, catalogs, mail order catalogs, internet or electronic media including websites, email newsletters, email marketing campaigns, television, radio, and public signage.
4. Resellers are responsible for ensuring their pricing is at or above MAP on internet search engines.
5. Free shipping and/or handling, 0% sales tax, or free financing promotions do not violate the MAP Policy.
6. "Bundling" or including a free Your Nest Organizer in a bundled pricing promotion is permitted as long as Your Nest Organizers is identified at its MAP price point within the bundle, and is not singled out at a discounted price.
7. The MAP Policy does not establish a maximum price.
8. Pudgie Parrot, LLC, may instigate promotions for products covered by this policy for new release or discontinued products or product variations. Pudgie Parrot reserves the right to suspend the MAP Policy for such promotions. Notification for promotional pricing will be available via email or on the wholesale page of the Pudgie Parrot, LLC website (<https://pudgieparrot.com>)
9. At the sole discretion of Pudgie Parrot, LLC, failure to comply with MAP, intentional and/or repeated failure to abide, may result in the immediate loss of the reseller's ability to purchase all Pudgie Parrot, LLC products, both directly as well as through distribution channels.
10. In cases of violation of the MAP Policy, resellers will be allowed 24 hours to bring advertised prices into compliance or Pudgie Parrot will cease in supplying products to the reseller in violation.

Inquiries on this policy may be made to:

Joan Ford
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Pudgie Parrot, LLC
1-315-480-2255
hello@pudgieparrot.com
<https://pudgieparrot.com>