



**Lew's Holdings Corp. Inc Minimum Advertised Price (MAP) Policy
Effective 2020**

In order to ensure our brands' equity remains intact and continues to become stronger, it is critical that products advertised pricing meets minimum thresholds.

Based on this, we have an established MAP Policy that outlines the appropriate advertising and marketing price of our products in all retail environments. This includes but is not limited to online retail and brick & mortar stores.

All Authorized Distributors and Retailers must agree to the terms and conditions within our MAP program including the following guidelines:

1.) Adherence to Lew's Holding Corp. Inc MAP Guidelines for all applicable products

- Advertised prices must be at or above MAP for our products. This includes both "dollar off" and "percent off" discount pricing visible to the consumer.
- Distributors and Online Retailers are responsible for ensuring their pricing is at or above MAP on Ecommerce sites and within all other pricing communications from online or bricks and mortar retail outlets.
- The practice of display one price, charge another would be considered a violation of this policy. Examples include 1) Quick 'add to cart pricing' 2) 'see pricing in cart' where pricing which is lower than MAP is available to the consumer but not revealed until the product is added to their cart.
- The MAP Policy applies to any activity that we determine, at our sole discretion, is designed or intended to circumvent the intent of this MAP Policy.
- MAP applies to advertising placements, executed within the following advertising outlets:

Online Product Representation including but not limited to:

Online product catalog, banner ads, email campaigns, social media posts, and any other online advertising vehicles.

Print Advertisements—including but not limited to:

Direct mail, faxes, printed product catalogs, flyers, posters, coupons and any other printed advertisement or marketing material

2.) Free Offers Associated with Lew's Holdings Corp. Inc Product:
Free shipping and/or handling, 0% sales tax do not violate MAP.