

MAP POLICY

MINIMUM ADVERTISED PRICE (MAP) POLICY

January 12, 2022

Prima Marketing Inc (REDESIGN WITH PRIMA) requires our resellers to follow our Minimum Advertised Price ("MAP") Policy. Additional terms are defined below and applies to all products within the * PRIMA MARKETING INC.

/ REDESIGN WITH PRIMA * family of brands.

PURPOSE

The *PRIMA MARKETING INC* team has made great efforts to design and manufacture premium DIY related products. In an effort to protect our reputation and brand image, we have adopted this MAP Policy. It has been carefully designed to create a fair, competitive landscape for all *PRIMA MARKETING INC. / REDESIGN WITH PRIMA * retail and distribution partners.

Although each reseller remains free to establish its own advertising and pricing policy, *PRIMA MARKETING INC/ REDESIGN WITH PRIMA* requires that any advertising of its products and use of our trademarks meet certain minimum criteria.

PRIMA MARKETING INC. / REDESIGN WITH PRIMA reserves the right to enforce this policy, in its sole discretion, against any activity which *PRIMA MARKETING INC. / REDESIGN WITH PRIMA* determines is intended to circumvent the intent of this MAP Policy.

GUIDELINES

1. This Policy applies only to the Minimum Advertised Price of any *PRIMA MARKETING INC / REDESIGN WITH PRIMA* Product currently covered by this Policy (the "REDESIGN WITH PRIMA COLLECTION ,") or provided by other notice, and as updated by *PRIMA MARKETING INC./ REDESIGN WITH PRIMA* from time to time: [Minimum Advertised Price of *PRIMA MARKETING INC. / REDESIGN WITH PRIMA* Products](#)
2. * PRIMA MARKETING INC. / REDESIGN WITH PRIMA * always offers a Suggested Retail Price/MSRP for every Covered Product. However, Resellers may establish their own actual resale prices as long as it does not go below our MSRP.
3. Violations occur if the Advertised Price of a Covered Product is less than the Minimum Advertised Price established by *PRIMA MARKETING INC. / REDESIGN WITH PRIMA *.

4. Any Advertised Price of *PRIMA MARKETING INC. / REDESIGN WITH PRIMA* products in any and all media outlets including but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media, banners, television, radio and public signage must be above the Minimum Advertised Price.
5. The Minimum Advertised Price also includes all discounts, deductions, rebates and allowances offered (not including *PRIMA MARKETING INC. / REDESIGN WITH PRIMA* rebates or coupons) and excludes all taxes and insurance charges to be paid by customer.
6. Shipping costs, if any, are excluded from the calculation. Free or reduced-price shipping is not a "discount" if the offer applies to all non-*PRIMA MARKETING INC. / REDESIGN WITH PRIMA* products.
7. *PRIMA MARKETING INC. / REDESIGN WITH PRIMA *, in its sole discretion, shall determine whether any Advertised Price is in violation of this Policy.

ADDITIONAL RESTRICTIONS

A Reseller (directly or through a Distributor) engaging in any of the following activities or equivalents in connection with any Covered Products is a violation of this Policy unless expressly authorized by * PRIMA MARKETING INC. / REDESIGN WITH PRIMA * or unless otherwise directed by this Policy:

- Using "lowest price" or "prices too low to show," or an offer of a low-price guarantee or offering to match a lower price offered by another seller.
- A strike-through of any MSRP or "regular price" and/or the failure to show a price for any Covered Product referenced.
- The price for a Covered Product does not appear on the initial webpage or the price varies between the initial webpage and an in-the-cart price.
- An invitation to click, rollover, visit a location (such as a website, store or showroom) or otherwise communicate to obtain a price.
- Any promotion to group purchasers at less than the MAP.
- Advertising or promoting a trade-in offer for any products in connection with any Covered Products.
- Selling on any third-party website is allowed as long as you meet the MAP policy guided line This includes; Amazon, E-bay, Etsy or any other platform not owned by the reseller.
- Any tactics which * PRIMA MARKETING INC. / REDESIGN WITH PRIMA * determines are intended to circumvent the application of this Policy.

ADDITIONAL TERMS & CONDITIONS

- This Policy is applicable to each * PRIMA MARKETING INC. / REDESIGN WITH PRIMA * Authorized Reseller located in the United States for all * PRIMA MARKETING INC. / REDESIGN WITH PRIMA * products unless exceptions are made available by * PRIMA MARKETING INC. / REDESIGN WITH PRIMA *.
- Any "FAQs" or information posted by * PRIMA MARKETING INC. / REDESIGN WITH PRIMA * are intended to help answer questions only and are not part of the Policy.

VIOLATIONS & CONSEQUENCES

* PRIMA MARKETING INC. / REDESIGN WITH PRIMA * will provide notice to Reseller to remove or stop the violation. If the violation cannot be removed or stopped (for example, an ad that ran one time previously), * PRIMA MARKETING INC. / REDESIGN WITH PRIMA * will provide notice of the violation.

Each violation of this MAP Policy is cumulative and will carryover to any updated or new * PRIMA MARKETING INC. / REDESIGN WITH PRIMA * policies. The consequences of each violation may take effect even if previous consequences are still running.

1st Violation	<ul style="list-style-type: none">• Reseller will receive an initial violation written warning with details of the product(s) in violation of the MAP Policy.• The violation must be corrected within 24 HOURS.
2nd Violation	<ul style="list-style-type: none">• For violations not removed after the first notice or for a second violation, the Reseller will receive another written warning. The violation must be corrected within 24 HOURS.• Failure to correct within 24 HOURS will result in cancellation of any current or future orders of the item and similar items for 30 days from when violation stops.
3rd Violation	<ul style="list-style-type: none">• Violator will receive violation notices similar to the 1st and 2nd violations. The violation must be corrected in 24 HOURS.• Failure to correct the violation within this time frame may result on indefinitely revoking of all Authorized Reseller privileges. All pending orders will be cancelled and no new orders, from * PRIMA MARKETING INC. / REDESIGN WITH PRIMA *'s entire brand family, will be accepted.

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| | <ul style="list-style-type: none">• Reseller will be added to the Do Not Sell List. |
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MODIFICATIONS

* PRIMA MARKETING INC. / REDESIGN WITH PRIMA *, at any time may:

1. vary the Minimum Advertised Price for Covered Products;
2. vary the products included as Covered Products; and
3. otherwise modify the Policy.

* PRIMA MARKETING INC. / REDESIGN WITH PRIMA * will attempt to provide prior notice of each new Minimum Advertised Price or change in the included Covered Products at least thirty (30) days in advance. While * PRIMA MARKETING INC. / REDESIGN WITH PRIMA * will attempt to communicate all updates through notice, each Reseller is responsible for making sure that it is aware of the appropriate MAP(s), the current Covered Products and any Policy updates.

All current Policy information can be found online at:

<https://www.redesignwithprima.com/> *

DEFINITIONS

- The “MAP Policy” or “Policy” means this policy.
- A “Covered Product” is a product designated by * PRIMA MARKETING INC. / REDESIGN WITH PRIMA * to have a MAP.
- “Advertised Price” is calculated as specified above and includes any offer or price at which a Covered Product is made available in any way (whether through advertising, promotion, proposal, quotation or otherwise and regardless of place or medium used) (but not actual sales price(s)) and offers made by or on behalf of Reseller containing Price Information, including, but not limited to, conventional advertising (e.g., newspapers, magazines, direct mail, catalogs, radio and television) and Electronic Content.
- “Price Information” means any information regarding price, express or implied, such as a discrete price, price formula, reference to price or anything related to price (e.g., representations or inferences regarding savings, discount or value).
- “Electronic Content” means all electronic advertisements and any information accessed through a hypertext link or “http,” a mobile app or site, social media, internet shopping sites, marketplaces and comparison search engines, electronic solicitations, messaging, webcasts, e-mail and chat.
- The “Authorized Reseller” means each Dealer (including distributors selling to end users or through a distributor enterprise) designated as authorized by notice from

* PRIMA MARKETING INC. / REDESIGN WITH PRIMA *, but only if Reseller is not on the then-current Do-Not-Sell List.

- "Do-Not-Sell List" means notice from * PRIMA MARKETING INC. / REDESIGN WITH PRIMA * which indicates that (1) a dealer/reseller is not authorized to purchase * PRIMA MARKETING INC. / REDESIGN WITH PRIMA * products or (2) the designation of a Dealer as an Authorized Reseller has been revoked for all * PRIMA MARKETING INC. / REDESIGN WITH PRIMA * products or for certain products.

QUESTIONS, ASSISTANCE & REPORTING VIOLATIONS

All questions or requests for additional information regarding this MAP Policy or information regarding potential violations of this MAP Policy, must be in writing and addressed to:

* PRIMA MARKETING INC. / REDESIGN WITH PRIMA * ,

MAP Policy Department

5564 EDISON AVE, CHINO CALIFORNIA. 91710

[*CUSTOMERSERVICE@PRIMAMARKETINGINC.COM*](mailto:CUSTOMERSERVICE@PRIMAMARKETINGINC.COM)

Only the * PRIMA MARKETING INC. / REDESIGN WITH PRIMA * Map Policy Department is authorized to answer questions or comment on this Policy or to accept information regarding potential violations. Sales representatives are NOT permitted to discuss this Policy or make any agreements or assurances with respect to this Policy.

Please sign below to confirm you are in agreement with the Terms of this policy:

_____ Date _____