



CHAMOIS BUTT'R® MINIMUM ADVERTISED PRICING (MAP) POLICY (Effective Date: Jan 1, 2016)

To demonstrate our support for our resellers and encourage them to effectively promote our products and to preserve the image and value offered by the Chamois Butt'r® brand (CB), Paceline Products, Inc. (PPI) has unilaterally adopted the following policy for all resellers of Chamois Butt'r® (CB) products.

MAP POLICY-Resellers are free to determine their own retail selling price, however PPI, has unilaterally determined it may elect to cease sales of CB products to resellers who chose to:

- Advertise a CB product below MAP.
- Advertise a CB product without a price.
- Advertise a CB product in an on line shopping cart with a price below the MAP.
- Advertise a CB product on an auction site with a starting bid below the MAP.
- Advertise CB products that are bundled and offered as a price lower than the combined total of the products' individual MAPs.
- Advertising includes: ads, promotions on television and radio, billboards, flyers, e-mails (exception in direct response to a customer inquiry), wholesale catalogs, network services, auction sites, web pages including third party websites and all other external advertising not listed here.
- The Map Policy does not apply to in-store signs, stickers, and hangtags.
- This policy will be applied and interpreted in accordance with applicable federal, state, and local law.

MAP PRICE LIST-The prices on the MAP list have been unilaterally set by PPI and will not be discussed or negotiated with any reseller. A copy of the MAP List is attached. (Appendix A).

- Advertising below MAP prices is allowed on CB products that have been discontinued by PPI.
- PPI products that have not been assigned a MAP can be advertised at the discretion of the reseller.

ON LINE SALES POLICY-Resellers are free to sell CB products on their website or on a third party website provided they:

- Agree that as a condition of being a CB reseller, if contacted by PPI, they will share their contact information including company name, any alias, fictitious name, or dba that they sell under, address, phone number, and the name of the distributor they

purchase CB through. This will allow PPI to readily communicate with reseller concerning MAP Policy and Compliance/Non-Compliance.

INTELLECTUAL PROPERTY USE-All intellectual property remains the exclusive property of PPI.

- Resellers may use the CB product images, trademarks and logos in their advertising if they are not in violation of the MAP Policy.

COMPLIANCE-PPI will independently monitor compliance of its MAP Policy. PPI will not accept communication from any reseller wanting to discuss prices being charged by another reseller. PPI may in its discretion use the following guidelines in determining sanctions for non-compliance of this MAP Policy:

- A grace period of 30 days is in place for initial rollout compliance from the 1-1-16 date.
- First offense (after initial rollout), reseller will be asked to correct the violation immediately. If not corrected within 15 days reseller will be notified and put on no-ship status until the violation is corrected.
- Second offense, reseller will be notified and put on no-ship status until the violation is corrected.
- Third offense, reseller will be notified and put on no-ship status indefinitely (at the discretion of PPI).
- PPI will unilaterally make all determinations relating to a violation of the MAP Policy in its sole discretion. PPI will not entertain appeals of its determination and will not negotiate the sanctions imposed by violations of this policy.

POLICY CHANGES-PPI reserves the right to unilaterally modify, change or update its MAP Policy, On Line Sales Policy and Intellectual Property Use Policy at any time.

COMMUNICATION-Any questions regarding this policy should be directed to the CB MAP Policy Coordinator at info@chamoisbuttr.com

MAP PRICE LIST APPENDIX A		January 1, 2016		
Paceline Products, Inc 6607 Royal St Pleasant Valley, MO 64068				
PRODUCT DESCRIPTION	ITEM NUMBER	MAP PRICE	Individual selling unit UPC	
Chamois Butt'r Original 8 oz tube	CB:8OZ CB CQP	\$17.99	657399000014	
Chamois Butt'r Original Case12 (12-8oz Tubes)	CB:CASE128OZCB	\$215.88	657399000011	
Chamois Butt'r Original 9ml/.30 oz Individual Use Packet	CB:9MLCB	\$0.99	657399000038	
Chamois Butt'r Original 10 Pack (10-9ml/.30 oz packets)	CB:10PACK9MLCB	\$9.99	657399000045	
Chamois Butt'r Original 75 - 9ml/.30oz packets - Gravity Feed POP Display	CB:9ML75GFDCB	\$74.25	657399000038	
Chamois Butt'r Her' 8 oz tube	CB:8OZHCB	\$17.99	657399000281	
Chamois Butt'r Her Case12 (12-8oz Tubes)	CB:CASE128OZHCB	\$215.88	657399000288	
Chamois Butt'r Her' 9ml/.30oz Individual Use Packet	CB:9MLHCB	\$0.99	657399000328	
Chamois Butt'r Her' 10 Pack (10-9ml/.30 oz packets)	CB:10PACK9MLHCB	\$9.99	657399000342	
Chamois Butt'r Her' 75 - 9ml/.30oz packets - Gravity Feed POP Display	CB:9ML75GFDHCB	\$74.25	657399000328	
Chamois Butt'r Eurostyle with Menthol - 8 oz Jar	CB:ESCB8OZ	\$19.99	657399000076	
Chamois Butt'r Eurostyle Case12 (12-8oz Jars)	CB:CASE128OZJECB	\$319.84	657399000073	
Chamois Butt'r Eurostyle 8 oz tube	CB:ESCB8OZT	\$19.99	657399000274	
Chamois Butt'r Eurostyle Case12 (12-8oz Tubes)	CB:CASE128OZTECB	\$239.88	657399000288	
Chamois Butt'r Eurostyle 9ml/.30 oz Individual Use Packet	CB:9MLECB	\$1.25	657399000335	
Chamois Butt'r Eurostyle 10 Pack (10-9ml/.30 oz packets)	CB:10PACK9MLECB	\$12.49	657399000359	
Chamois Butt'r Eurostyle 75 - 9ml/.30oz packets - Gravity Feed POP Display	CB:9ML75GFDECB	\$93.75	657399000335	
Chamois Butt'r Skin Wash 16 oz bottle	CB:ESSW16OZ	\$15.99	657399000205	
Chamois Butt'r Kit Wash 16 oz bottle	CB:ESSKW16OZ	\$15.99	657399000298	
Chamois Butt'r Kit Wash 9ml/.30 oz Individual Use Packet	CB:9MLKWCB	\$0.99	657399000380	
Chamois Butt'r Kit Wash 10 Pack (10-9ml/.30 oz packets)	CB:10PACK9MLKWCB	\$9.99	657399000397	
Chamois Butt'r Hot embrocation 8 oz jar	CB:ESHE8OZ	\$19.99	657399000182	
Chamois Butt'r Warm embrocation 8 oz jar	CB:ESWE8OZ	\$19.99	657399000175	
Chamois Butt'r GoStik 2.5oz Anti Chafe Stick	CB:GS2.5	\$14.99	657399000151	
buh-bump - 2.5oz tube	BB:2.5 oz BB	\$7.99	657399000083	