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SQUISHABLE MINIMUM ADVERTISED PRICE POLICY

Summary

Squishable.com, Inc. ("Squishable") may unilaterally set Minimum Advertised Price (MAP) on any and all products offered by any means of solicitation, including but not limited to any electronic or print means, such as telephone, facsimile, internet web site, on-line service, newspaper, magazine, newsletter, direct mail or similar means. MAP does not in any way restrict the actual price for which the Dealer may sell the products, nor does it restrict price quotes sent in reply to written solicitations. Dealer must contact Squishable in advance for permission to publish promotional prices that are not in compliance with MAP as established by Squishable.

Policy Terms

Squishable has unilaterally adopted this Minimum Advertised Price Policy ("MAP Policy") on selected products, which shall apply to distributors and retailers, including catalogs and internet retailers, (collectively, "Resellers") who resell Squishable products to end users located in the U. S. Squishable has adopted this MAP Policy to preserve its strong reputation for providing customers with high value products. Squishable greatly values and appreciates the efforts of all Resellers to distribute Squishable products.

The MAP Policy shall work under the following guidelines:

1. The MAP Policy shall apply to the Squishable products listed on the *MAP Product Guide* at the end of this document. MAP pricing is established by Squishable for selected products and may be adjusted by Squishable at any time at its sole discretion.
2. The MAP Policy applies to all advertisements and/or other listings of selected Squishable products in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media including websites, apps, email newsletters, email solicitations, television, radio, and public signage. The MAP policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customer. In-store displays, point-of-sale signs, hangtags or bar codes or similar marks on products or product packaging which merely state the price are not considered "advertising" for purposes of this MAP Policy. In that regard, this MAP Policy does not apply to the actual sales price on any "check-out page" of any Reseller's website or related internet site (typically the page at which the end user finally purchases the product). This MAP Policy does apply to any other page(s) on the Reseller's website.
3. If pricing is displayed, any strike-through of the MAP, 'reduced price' or 'sale' language, price comparisons or percentage deduction citing the MAP, or any other alteration of the MAP is prohibited.
4. The MAP Policy applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the Resellers retail location or over the telephone. Squishable resellers remain free to sell the selected MAP products at any prices they elect.
5. The MAP Policy does not establish maximum advertised prices. All Resellers may offer Squishable products at any price in excess of the MAP established for such products. Internet auctions may not display or have reserved bid or other pre-accepted or preapproved prices below the MAP price.

6. The MAP Policy does not in any way limit the ability of any dealer to advertise that “they have the lowest prices” or, they “will meet or beat any competitor’s price,” that consumers should “call for a price” or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
7. From time to time, Squishable may instigate promotions for products covered by the MAP Policy because the products are being discontinued or because they are just being released. In such events, Squishable reserves the right to modify or suspend the MAP with respect to the affected products by notifying any or all Resellers of such a change. Squishable further reserves the right to adjust the MAP with respect to all or certain products at its sole discretion upon 7 day advanced written notice to Resellers provided that such changes shall apply equally to all Resellers.
8. In cases of violation of the MAP Policy, Resellers will be allowed twenty-four (24) hours to bring advertising into compliance or Squishable, at its sole discretion, may cease supplying products to the Reseller and/or terminate all existing orders from Squishable to the Reseller. Squishable is not required provide prior notice or issue warning before taking action under this policy or terminating its relationship with any Reseller for any reason.
9. This MAP Policy is solely Squishable’s decision and responsibility. No employee or sales representative of Squishable has any authority to discuss or modify this policy; any action of any person which attempts to modify this policy or to solicit or obtain the agreement of any person to the policy, is unauthorized and invalid. Any questions about this policy should be in writing and directed to Aaron Glazer, President, Squishable.com, Inc., 101 W. 23rd St. #159, New York, NY 10011, aaron@squishable.com. No oral communications by Resellers about this policy are authorized, unless initiated by Aaron Glazer. The foregoing MAP Policy and any MAP Product Guide is subject to modification or discontinuance by Squishable.com, Inc., in its sole and absolute discretion, at any time. Any action taken by Squishable.com, Inc. under this policy shall be without liability to Squishable.com, Inc.
10. Distributors of Squishable products will supply a copy of the SQUISHABLE MINIMUM ADVERTISED PRICE POLICY to any new or existing retail Reseller prior to the completion of an Order Form. The Order Form shall be signed and returned to Squishable.com, Inc., and in doing so, will bind the Reseller to abide by the MAP Policy and Reseller requirements spelled out in this document.

This policy was last revised March 5th, 2018.

Squishable MAP Product Guide

Squishable Minimum Advertised Pricing as Of March 5th, 2018. Subject to change without notice. The most recent version of this list is always available via email from wholesale@squishable.com.

Product Name	UPC	MAP
Avocado	841024103984	\$41.99
Bacon (15")	841024104721	\$35.99
Banana	841024103632	\$34.99
Candy Cane (15")	841024104240	\$35.99
Candy Corn (15")	841024104561	\$34.99
Carrot	841024104905	\$35.99
Cheese Wedge	841024105773	\$38.99
Chocolate Chip Cookie	841024100808	\$34.99
Coffee Cup	841024104448	\$41.99
Corn	841024105063	\$35.99
Eggplant (15")	841024104455	\$41.99
French Toast	841024104431	\$35.99
Gingerbread Man	841024102758	\$34.99
Grilled Cheese	841024101324	\$34.99
Ham (15")	841024104738	\$41.99
Hot Dog	841024102871	\$34.99
Ice Cream Cone	841024104165	\$43.99
Ice Cream Sandwich	841024104172	\$34.99
Iced Coffee	841024104936	\$41.99
Kiwi	841024104899	\$35.99
Latte	841024105407	\$41.99
Lemon	841024103991	\$34.99
Lime	841024105766	\$34.99
Macaron	841024103175	\$34.99
Pancakes	841024104479	\$43.99
Peach	841024105070	\$41.99
Peanut Butter and Jelly	841024102819	\$34.99
Peppermint (15")	841024104059	\$34.99
Pickle	841024104851	\$34.99
Pineapple	841024103441	\$41.99
Pink Macaron	841024104219	\$34.99
Pizza	841024103113	\$34.99
Pretzel	841024104486	\$34.99
Snow Cone	841024100471	\$29.98
Sushi Roll (15")	841024104783	\$41.99
Taco	841024102673	\$34.99
Toast (18")	841024100815	\$34.99
Toaster Tart	841024103151	\$34.99
Vanilla Swirl Cupcake (15")	841024104417	\$41.99
Waffle (15")	841024104257	\$41.99
Watermelon	841024102895	\$34.99
Fuzzy Memories Floppy Disk	841024102413	\$29.99
Fuzzy Memories Smartphone	841024103823	\$34.99
Mini Avocado (7")	841024104349	\$19.49
Mini Banana (7")	841024104806	\$19.49
Mini Gingerbread Man (7")	841024104318	\$19.49
Mini Milk Carton (7")	841024104752	\$19.49
Mini Peanut Butter and Jelly	841024104202	\$19.49
Mini Pineapple (7")	841024104226	\$19.49
Mini Ramen (7")	841024103908	\$19.49

Mini Shrimp Sushi (7")	841024100457	\$19.49
Mini Sushi Roll (7")	841024104714	\$19.49
Mini Toaster Tart	841024103892	\$19.49
Mini Alpaca (7")	841024103205	\$19.49
Mini Android (7")	841024100754	\$18.99
Mini Ankylosaurus, Limited (7")	841024103762	\$19.49
Mini Anteater II (7")	841024100068	\$19.49
Mini Anubis (7")	841024101041	\$19.49
Mini Babe the Blue Ox (7")	841024103960	\$19.49
Mini Baby Caracal, Limited (7")	841024104653	\$19.49
Mini Baby Fox (7")	841024103281	\$19.49
Mini Baby Narwhal (7")	841024102598	\$18.99
Mini Baby Owl (7")	841024105025	\$19.49
Mini Baby Platypus (7")	841024104868	\$19.49
Mini Baby Sloth (7")	841024103250	\$19.49
Mini Baby Unicorn (7")	841024104967	\$18.99
Mini Barn Owl II (7")	841024102741	\$19.49
Mini Bastet (7")	841024103229	\$19.49
Mini Bat, Happy (7")	841024103854	\$19.49
Mini Bearded Dragon (7")	841024105797	\$19.49
Mini Bigfoot (7")	841024100174	\$19.49
Mini Birthday Cake (7")	841024102697	\$19.49
Mini Black Bear (7")	012193754011	\$19.49
Mini Budgie (7")	841024104011	\$19.49
Mini Bunny w/ Ice Cream (7")	841024104875	\$19.49
Mini Cactus (7")	841024104882	\$19.49
Mini Candy Corn	841024103809	\$17.49
Mini Candy Dragon BOGO (7")	841024104233	\$24.99
Mini Carousel Horse, Limited (7")	841024103793	\$19.49
Mini Catbug (7")	841024100259	\$20.99
Mini Cerberus (7")	841024100327	\$20.99
Mini Chick, Limited (7")	841024100655	\$19.49
Mini Chocolate Chip Cookie (7")	841024103342	\$19.49
Mini Cinnamon Bun (7")	841024101829	\$19.49
Mini Cloud (7")	841024102710	\$19.49
Mini Corgi (7")	841024101751	\$19.49
Mini Corgi w/ Donut (7")	841024103571	\$19.49
Mini Cotton Candy Bunny (7")	841024105360	\$19.49
Mini Cthulhu (7")	012193716316	\$18.99
Mini Cupcake (7")	841024101812	\$19.49
Mini Cute Little Skull, Limited, (7")	841024104950	\$19.49
Mini Cute Little Whale, Limited (7")	841024105018	\$19.49
Mini Cute Octopus (7")	841024104813	\$19.49
Mini Cuttlefish (7")	012193830401	\$19.49
Mini Digimon Agumon	841024105223	\$24.99
Mini Digimon Gabumon	841024105230	\$24.99
Mini Digimon Koromon	841024105247	\$24.99
Mini Digimon Tanemon	841024105261	\$24.99
Mini Digimon Tsunomon	841024105278	\$24.99
Mini Dragon (7")	012193734990	\$19.49
Mini Dream Dragon, Limited (7")	841024103847	\$19.49
Mini Elephant (7")	841024103274	\$19.49
Mini English Bulldog (7")	841024103304	\$19.49
Mini Fairy Griffin, Limited (7")	841024104554	\$20.99
Mini Fennec Fox (7")	841024103816	\$19.49
Mini Fluffy Bunny (7")	841024103311	\$19.49

Mini Flying Pig (7")	841024101768	\$19.49
Mini Fortune Cat (7")	841024100334	\$20.99
Mini Fox (7")	841024101355	\$18.99
Mini Fox w/ Cookie (7")	841024103588	\$19.49
Mini French Bulldog, Limited (7")	012193832696	\$19.49
Mini Fuzzy Bumblebee (7")	841024101782	\$19.49
Mini Gnome (7")	841024104035	\$19.49
Mini Golden Cupcake, Special Edition (7")	841024105605	\$24.99
Mini Great White Shark (7")	841024100143	\$19.49
Mini Grilled Cheese (7")	841024101775	\$19.49
Mini Hamburger (7")	841024101843	\$19.49
Mini Hedgehog II (7")	841024102123	\$19.49
Mini Hippo, Happy (7")	841024104332	\$19.49
Mini Honey Bear (7")	012193746627	\$19.49
Mini Hot Dog (8")	841024103359	\$19.49
Mini Hummingbird, Limited (7")	841024104028	\$19.49
Mini Husky (7")	841024101973	\$19.49
Mini Jackalope II (7")	841024102727	\$19.49
Mini Japanese Dragon, Limited (7")	841024105780	\$19.49
Mini Jumping Mouse (7")	012193817976	\$19.49
Mini Kitten (7")	012193716323	\$18.99
Mini Kitty w/ Burger (7")	841024105209	\$19.49
Mini Ladybug (7")	841024105391	\$19.49
Mini Lion, Lazy (7")	841024104363	\$19.49
Mini Loaf of Bread (7")	841024103397	\$19.49
Mini Lunar Lion (7")	841024105889	\$19.49
Mini Macaron (7")	841024100761	\$19.49
Mini Mammoth (7")	841024103236	\$19.49
Mini Manatee (7")	012193745200	\$18.99
Mini Manatee (7")	841024105094	\$18.99
Mini Moose (7")	012193746672	\$19.49
Mini Narwhal (7")	841024101430	\$18.99
Mini Netherland Dwarf Bunny (7")	841024104745	\$19.49
Mini Octopus (7")	012193739308	\$19.49
Mini Ostrich (7")	841024103915	\$19.49
Mini Panda (7")	012193726230	\$18.99
Mini Panda II (7")	841024101799	\$19.49
Mini Panda w/ Cupcake (7")	841024103595	\$19.49
Mini Pastel Dragon, Limited (7")	841024104691	\$19.49
Mini Paul Bunyan (7")	841024103977	\$19.49
Mini Penguin (7")	012193763945	\$19.49
Mini Penguin (7")	841024101850	\$19.49
Mini Penguin w/ Ice Cream (7")	841024103557	\$19.49
Mini Peppermint (7")	841024101836	\$19.49
Mini Pig w/ Pineapple (7")	841024105001	\$19.49
Mini Pink Donut (7")	841024101522	\$18.99
Mini Pink Kitty (7")	841024102680	\$19.49
Mini Piranha, Limited (7")	841024103779	\$19.49
Mini Pizza (8")	841024103366	\$19.49
Mini Pony, Limited (7")	841024104394	\$19.49
Mini Poodle (7")	841024105384	\$19.49
Mini Prism Jumping Spider (7")	841024102307	\$20.99
Mini Prism Turtle (7")	841024104547	\$20.99
Mini Pug (7")	841024101805	\$19.49
Mini Pug w/Mug (7")	841024104998	\$19.49
Mini PuppyCat (7")	841024102048	\$20.99

Mini Rat (7")	841024105032	\$19.49
Mini Red Panda II (7")	841024103502	\$19.49
Mini S'more (7")	841024102222	\$19.49
Mini Samoyed, Limited (7")	841024101195	\$19.49
Mini Sea Bunny (7")	841024104677	\$19.49
Mini Sea Turtle (7")	841024100914	\$19.49
Mini Siamese Cat (7")	841024103298	\$19.49
Mini Sika Deer, Limited (7")	841024103014	\$19.49
Mini Sleepy Blue Bird, Limited (7")	841024104660	\$19.49
Mini Sloth (7")	012193835727	\$19.49
Mini Sloth (7")	841024105049	\$19.49
Mini Snail II (7")	841024105902	\$19.49
Mini Soft Serve (7")	841024103106	\$19.49
Mini Spider (7")	841024104622	\$19.49
Mini Starry Bunny, Limited (7")	841024104127	\$19.49
Mini T-Rex (7")	012193716330	\$18.99
Mini Taco (7")	841024101744	\$19.49
Mini Toast (7")	841024101713	\$19.49
Mini Tsunami Dragon, Limited (7")	841024104325	\$20.99
Mini Unicorn (7")	841024101881	\$19.49
Mini Werewolf (7")	841024101249	\$19.49
Mini White Rabbit (7")	841024105377	\$19.49
Mini Witch Cat (7")	841024103601	\$19.49
Mini Worrible, Blue (7")	012193747341	\$23.99
Arctic Fox (15")	012193767400	\$38.99
Baby Fox (15")	841024102000	\$38.99
Baby Owl (15")	841024105414	\$41.99
Baby Unicorn (15")	841024104943	\$41.99
Bald Eagle (15")	012193780546	\$41.99
Beaver (15")	841024103649	\$41.99
Birthday Cake (15")	841024101669	\$41.99
Black Bear (15")	012193771087	\$38.99
Blue Octopus (15")	012193795540	\$43.99
Boston Terrier (15")	841024103748	\$38.99
Buffalo (15")	012193755872	\$41.99
Cactus (15")	841024104264	\$41.99
Calico Cat (15")	841024104387	\$41.99
Catbug (15")	012193812797	\$43.99
Cerberus (15")	841024102482	\$47.99
Cinnamon Bun (15")	841024101539	\$41.99
Corgi (15")	841024101515	\$41.99
Cthulhu (15")	012193713117	\$41.99
Cupcake (15")	841024101584	\$38.99
English Bulldog (15")	841024101904	\$41.99
Fluffy Bunny (15")	841024104196	\$41.99
Flying Pig (15")	841024102765	\$41.99
Fortune Cat (15")	012193823212	\$41.99
Fox (15")	841024100389	\$38.99
Fuzzy Bumblebee (15")	841024102192	\$38.99
Ghost (15")	841024105742	\$41.99
Great White Shark (15")	841024103533	\$38.99
Hamburger (15")	841024102031	\$41.99
Hammerhead Shark (15")	841024103038	\$41.99
Hatsune Miku (15")	841024102055	\$43.99
Hedgehog II (15")	841024102086	\$41.99
Honey Bear (15")	012193741783	\$38.99

Husky (15")	012193832719	\$41.99
Kitten (15")	012193713513	\$37.99
Manatee (15")	841024101171	\$38.99
Moose (15")	012193746542	\$41.99
Narwhal (15")	841024101140	\$38.99
Octopus (15")	012193656766	\$43.99
Octopus, Cute (15")	841024104189	\$43.99
Panda (15")	012193656810	\$37.99
Panda II (15")	841024101737	\$37.99
Penguin, Upright (15")	841024102215	\$38.99
Pig (15")	841024102017	\$41.99
Pink Donut (15")	841024103540	\$34.99
Pink Kitty (15")	841024101690	\$38.99
Prism Cupcake	841024104424	\$41.99
Prism Happy Panda (15")	841024104301	\$41.99
Prism Narwhal (15")	841024102277	\$41.99
Prism Octopus (15")	841024103953	\$45.99
Prism Penguin (15")	841024102260	\$41.99
Prism Unicorn (15")	841024102314	\$43.99
Pug (15")	841024101683	\$41.99
Pumpkin (15")	841024104493	\$41.99
PuppyCat (15")	841024101034	\$43.99
Raccoon II (15")	841024105087	\$41.99
Rainbow	841024105704	\$41.99
Rainbow Unicorn (15")	841024101164	\$41.99
Red Panda II (15")	841024104400	\$41.99
S'more (15")	841024100822	\$41.99
Samoyed (15")	841024103731	\$41.99
Sea Turtle (15")	841024101706	\$41.99
Seal (15")	841024101614	\$38.99
Shiba Inu, Smiling (15")	841024104509	\$41.99
Shrimp Sushi (15")	841024102901	\$34.99
Siamese Cat (15")	841024102826	\$41.99
Sloth (15")	841024104974	\$41.99
Snail II (15")	841024102796	\$41.99
Snowflake (15")	841024105452	\$41.99
Soft Serve (15")	841024101928	\$41.99
Spotted Seal (15")	841024103090	\$41.99
Starfish (15")	841024101966	\$41.99
Stingray (15")	841024100716	\$41.99
Storm Cloud	841024104912	\$41.99
T-Rex (15")	012193696991	\$38.99
Teal Pufferfish (15")	841024103199	\$41.99
Unicorn (15")	841024101317	\$41.99
Werewolf (15")	012193785251	\$41.99
Werewolf (15")	841024104981	\$41.99
Worrible (15")	012193736529	\$47.99
Undercover Corgi in Bee (7")	841024105834	\$29.99
Undercover Corgi in Octopus (7")	841024105827	\$29.99
Undercover Corgi in Unicorn (7")	841024105810	\$29.99
Undercover Kitty in Dragon (7")	841024105865	\$29.99
Undercover Kitty in Penguin (7")	841024105858	\$29.99
Undercover Kitty in Shark (7")	841024105841	\$29.99

MAP Policy Affirmation

I understand the above MAP Policy and I agree to list prices and charge my customers no less than the prices listed in this agreement and in all future updates that I receive.

Signature:

Name:

Title:

Company Name:

Date: