



TYSON PET PRODUCTS MINIMUM ADVERTISED PRICE POLICY (MAP)

Foreword

At Tyson Pet Products, one of our key objectives is to deliver high quality products that meet the needs of Concerned Pet Owners, while maintaining a competitive cost/pricing structure.

As a leading producer of natural pet treats, it is important for us to protect our brands as premium products made from quality ingredients. In addition, we want to encourage our resellers to make investments in time and resources in order to provide the level of customer service and product knowledge expected from your customers.

Tyson Pet Product Minimum Advertised Price (MAP) Policy

- Tyson Pet Products MAP policy has an effective date of October 1, 2019.
- This MAP policy encompasses all Tyson Pet Products dog and cat products as defined within this MAP policy and only apply to advertised pricing.
- This MAP Policy does not limit Resellers from freely establishing their own resale pricing. Resellers are free to establish both everyday pricing and/or in-store or sales pricing.
- In accordance with this MAP policy, Tyson Pet Products established minimum prices that its dog and cat treat products may be advertised.
- MAP pricing guidelines are established at the SKU/Item level as defined on the attached product list. Tyson Pet Products reserves the right to amend the product list upon notice to Resellers.
- Tyson Pet Products reserves the right to make revisions, including termination, to this MAP policy at any time and at the sole discretion of Tyson Pet Products. Any such modifications to this MAP policy will be disseminated to its Resellers with reasonable advanced notification.
- All prices that are advertised must be equal to or above the MAP pricing guidelines. Advertising any price below MAP constitutes a violation of this MAP policy. This includes, but is not limited to: absolute price points, dollar-off discounts, percentage discounts, promotions or offers which collectively lowers the product price below the current MAP pricing guidelines.
- This MAP policy applies to all advertising including but not limited to: print ads (e.g., inserts, magazines, newspapers, catalogs, and mail order catalogs), broadcast (radio and TV), direct mail, internet placement with third parties (e.g., banner ads, emails, destination pages, third-party sites), internet placements on Reseller's own website, social media, web forums and any flyers, posters or coupons.
- Pricing that is not advertised does not fall under this MAP policy. This includes any pricing such as "Add to Cart", "Call for Pricing" or in store pricing.



- Advertisements stating that a Reseller will match a price or meet the lowest available price are acceptable as long as a specific price is not advertised.

Tyson Pet Product Minimum Advertised Price (MAP) Policy Enforcement

- At the sole discretion of Tyson Pet Products, failure to comply with this MAP policy may result in the immediate loss of Authorized Reseller status and ability to purchase all Tyson Pet Products dog and cat treats, both direct as well as through distribution.
- Upon violation of this MAP policy, a violator will be notified of violation and given 48 hours to correct violation by withdrawing the advertisement as soon as possible and confirming it will adhere to this MAP policy. After the 48 hours post notification have passed and it is determined that the Authorized Reseller is still in violation, further distribution of Tyson Pet Products dog and cat treat products will be suspended until the violation has been corrected.
- Tyson Pet Products also reserves the right to enforce continued violations of this MAP policy by the reduction or elimination of trade funding and/or the discontinuation of sales of its products.
- Resellers with multiple locations that are found to be in violation in one location will be judged to be in violation in all locations. This includes both branded locations, as well as subsidiary businesses operating under additional/different names.

Tyson Pet Product Minimum Advertised Price (MAP) Policy Holidays

- Tyson Pet Products has established MAP Holidays as periods in which the enforcement of this MAP policy will be suspended. Map Holidays shall occur on the following dates:
 - The Friday following the Thanksgiving Holiday for a period of seven (7) days.
 - The period of 19th of December through the following 25th of the December.
- Tyson Pet Products may, at times and at its sole discretion, suspend enforcement of this MAP policy on discontinued or distressed item SKU's. Updates to the products covered under the MAP policy will be provided to Resellers with reasonable notice.

Tyson Pet Product Minimum Advertised Price (MAP) Policy Product Definition

- See attached list of products covered under this MAP policy.



True Chews® MAP Product List

Tyson Pet Products, Inc.

MATERIAL #	PRODUCT UPC	CATEGORY	PRODUCT DESCRIPTION	SIZE (OZ)	MSRP	MAP
10372162303	0-31400-08518-2	BACON STYLE	Bacon Style Bacon Flavor 6oz/ 10cnt	6	\$ 6.99	\$ 4.49
10366302303	0-31400-08379-9	BACON STYLE	Bacon Style Bacon with Peanut Butter Flavor	16	\$ 13.99	\$ 9.09
10366312303	0-31400-08378-2	BACON STYLE	Bacon Style Bacon with Beef Flavor	16	\$ 13.99	\$ 9.09
10366332303	0-31400-08377-5	BACON STYLE	Bacon Style Bacon Flavor	16	\$ 13.99	\$ 9.09
10191632303	0-31400-07589-3	BAKES	Grain Free Bakes - Chicken, Peanut Butter, & Apple Recipe 8oz, 10CT	8	\$ 6.99	\$ 4.49
10191942303	0-31400-07587-9	BAKES	Grain Free Bakes - Chicken & Blueberry Recipe 8oz, 10CT	8	\$ 6.99	\$ 4.49
10300522303	0-31400-08074-3	BAKES	Everyday Wellness Chicken - Bone and Joint 8oz, 12 CT	8	\$ 6.99	\$ 4.49
10300532303	0-31400-08075-0	BAKES	Everyday Wellness Chicken - Heart 8oz, 12CT	8	\$ 6.99	\$ 4.49
10300542303	0-31400-08076-7	BAKES	Everyday Wellness Chicken - Tummy Health 8oz, 12CT	8	\$ 6.99	\$ 4.49
10300552303	0-31400-08077-4	BAKES	Everyday Wellness Chicken - Brain Health 8oz, 12CT	8	\$ 6.99	\$ 4.49
10300562303	0-31400-08078-1	BAKES	Everyday Wellness Chicken - Immunity 8oz, 12CT	8	\$ 6.99	\$ 4.49
10147362303	0-31400-08441-3	CAT	Chewy Chicken Recipe 3oz, 14CT (CAT)	3	\$ 5.99	\$ 3.89
10147372303	0-31400-08437-6	CAT	Sticks Duck Recipe 3oz, 12CT	3	\$ 5.99	\$ 3.89
10147392303	0-31400-08436-9	CAT	Sticks Alaska Pollock Recipe 3oz, 12CT	3	\$ 5.99	\$ 3.89
10147502303	0-31400-08440-6	CAT	Chewy Duck Recipe 3oz, 14CT (CAT)	3	\$ 5.99	\$ 3.89
10147602303	0-31400-08493-0	CAT	Chewy Alaska Pollock Recipe 3oz, 14CT (CAT)	3	\$ 5.99	\$ 3.89
10147652303	0-31400-08438-3	CAT	Sticks Chicken Recipe 3oz, 12CT	3	\$ 5.99	\$ 3.89
10183122303	0-31400-07636-4	GRILLERS	Premium Grillers Made with Real Steak 3.5oz, 12CT	3.5	\$ 6.99	\$ 4.49
10202132303	0-31400-07641-8	GRILLERS	Premium Grillers Made with Real Steak 10oz, 6CT	10	\$ 13.99	\$ 9.09
10193682303	0-31400-07541-1	GRILLERS	Premium Grillers Made with Real Chicken 12oz, 6CT	12	\$ 13.99	\$ 9.09
10202122303	0-31400-07642-5	GRILLERS	Premium Grillers Made with Real Steak 20oz, 8CT	20	\$ 22.99	\$ 14.89
10192816303	0-31400-07579-4	JERKY CUTS	Premium Jerky Cuts Made with Real Chicken 4oz, 12CT	4	\$ 6.99	\$ 4.49
10202062303	0-31400-07310-3	JERKY CUTS	Premium Jerky Cuts Made with Real Steak 10oz, 6CT	10	\$ 13.99	\$ 9.09
10192272303	0-31400-07582-4	JERKY CUTS	Premium Jerky Cuts Made with Real Turkey 12oz, 6CT	12	\$ 13.99	\$ 9.09
10192496303	0-31400-07580-0	JERKY CUTS	Premium Jerky Cuts Made with Real Chicken 12oz, 6CT	12	\$ 13.99	\$ 9.09
10193622303	0-31400-07452-0	JERKY CUTS	Premium Jerky Cuts Made with Real Duck 12oz, 6CT	12	\$ 13.99	\$ 9.09
10366262303	0-31400-08385-0	JERKY CUTS	Premium Jerky Bites Made with Real Chicken 12oz, 6CT	12	\$ 13.99	\$ 9.09
10220152303	0-31400-07633-3	JERKY CUTS	Premium Jerky Cuts Made with Real Steak 20oz, 8CT	20	\$ 22.99	\$ 14.89
10192356303	0-31400-07581-7	JERKY CUTS	Premium Jerky Cuts Made with Real Chicken 22oz, 8CT	22	\$ 22.99	\$ 14.89
10220212303	0-31400-07632-6	JERKY CUTS	Premium Jerky Cuts Made with Real Duck 22oz, 8CT	22	\$ 22.99	\$ 14.89
10300612303	0-31400-08036-1	MEAL MAKERS	Beef & Sweet Potato 9oz, 6CT	9	\$ 14.99	\$ 9.69
10300632303	0-31400-08090-3	MEAL MAKERS	Beef, Peas & Carrots 9oz, 6CT	9	\$ 14.99	\$ 9.69
10300642303	0-31400-08038-5	MEAL MAKERS	Chicken Bacon and Egg 9oz, 6CT	9	\$ 14.99	\$ 9.69
10300652303	0-31400-08088-0	MEAL MAKERS	Chicken, Oats & Apples 9oz, 6CT	9	\$ 14.99	\$ 9.69
10191982303	0-31400-07585-5	MORSELS	Premium Morsels Made with Real Steak 10oz, 6CT	10	\$ 13.99	\$ 9.09
10191952303	0-31400-07586-2	MORSELS	Premium Morsels Made with Real Chicken 11oz, 6CT	11	\$ 13.99	\$ 9.09
10366282303	0-31400-08381-2	PEPPERONI STYLE	Pepperoni Style Bacon Flavor	16	\$ 13.99	\$ 9.09
10366292303	0-31400-08380-5	PEPPERONI STYLE	Pepperoni Style Beef Flavor	16	\$ 13.99	\$ 9.09
10192152303	0-31400-07584-8	PREMIUM RECIPES	Beef & Prime Rib Recipe 10oz, 6CT	10	\$ 13.99	\$ 9.09
10193692303	0-31400-07513-8	PREMIUM RECIPES	Chicken Bacon Recipe 12oz, 6CT	12	\$ 13.99	\$ 9.09
10193702303	0-31400-07600-5	PREMIUM RECIPES	Chicken Pot Pie Recipe 12oz, 6CT	12	\$ 13.99	\$ 9.09
10193772303	0-31400-07601-2	PREMIUM RECIPES	Chicken and Apple Sausage Recipe 12oz, 6CT	12	\$ 13.99	\$ 9.09
10366172303	0-31400-08384-3	PREMIUM RECIPES	Chicken Meatball Recipe 12oz, 6CT	12	\$ 13.99	\$ 9.09
10366272303	0-31400-08386-7	PREMIUM RECIPES	Beef Meatball Recipe 12oz, 6CT	12	\$ 13.99	\$ 9.09
10192162303	0-31400-07583-1	PREMIUM RECIPES	Pork & Chicken Sausage Recipe 14oz, 6CT	14	\$ 13.99	\$ 9.09