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2015 Minimum Advertised Pricing (MAP) Policy

Casual Panache, Inc., (CPI) also doing business as “Click n Curl” (CNC), has worked hard to ensure that all authorized distributors and retailers provide purchasers of CNC products with the advice, knowledge, and insight necessary to maintain the high level of customer satisfaction we have developed. CPI has concluded that certain types of advertising can affect our established business goodwill and may consequently result in damaging the standards and reputation that CPI services and products have achieved. Therefore, CPI has established a Minimum Advertised Price (MAP) policy to ensure that our quality, reputation and standards remain high.

Objectives:

1. To ensure that our distributor and retailer product relationships are consistent and value based; and
2. To maintain the proper positioning of CNC products in the marketplace.

The MAP Policy: Retailers may advertise CPI products at or above the minimum advertised price. **The MAP is published in the *Product Line Sheet*.** For purposes of the MAP Policy “advertising” means any advertising through authorized media. Authorized media consists of, without limitation, billboards, newspapers, magazines, catalogs, brochures, direct mail, retail flyers, television, radio, e-commerce, forums and retailer internet sites or any other method which uses the hypertext transfer protocol (“http”) or any internal link to a web based shopping cart is considered advertising for the purposes of this policy.

Advertising at prices below the MSRP violates the MAP Policy. Any price with a “strike through” treatment is not considered a proper display of the MAP or higher price. Any advertised price, discounts such as coupons, or free gifts with purchase resulting in an effective advertised price for CPI products at less than the MAP will constitute a violation of the MAP Policy. A retailer who advertises bundles of products, which include CPI products, must advertise the price or value of the CNC products at or above the MAP.

The MAP Policy applies only to the retailer’s advertised prices, not **selling** prices. Retailers are free to sell CPI Products at whatever price they choose.

Casual Panache, Inc. shall monitor compliance with this policy. CPI may, at its own discretion, stop supplying products to any retailer and/or their distributor suspected or found to be in violation of the MAP Policy.

Questions about whether a planned advertisement complies with this policy should be directed to Casual Panache, Inc. at (715) 235-5501 for additional guidance.

Signature

Date

Printed Name

Title

Company