



Every Man Jack Unilateral Minimum Advertised Price Policy

Presidio Brands (dba. Every Man Jack) actively supports the advertising and promotion of its products by its wholesalers and distributors through material provided by Every Man Jack at no or nominal cost. Every Man Jack has built a strong reputation and following among consumers. Every Man Jack has determined that it shall not support through advertising or promotional materials, cooperative advertising or otherwise, advertisements or promotional materials that have the effect of diminishing or detracting from the perceived value of Every Man Jack products.

Effective 6/12/2019, a Minimum Advertised Price (MAP) on all Every Man Jack product will be in effect. International accounts must reflect pricing as translated into their local currency. The policy applies only to U.S. and Canadian dealers, including authorized Every Man Jack retailers, e-tailers and distributors.

Our MAP pricing policy is intended for consumers to purchase from other resellers based on loyalty and customer care expectations. Therefore, if Every Man Jack agrees to allow your company to sell its products, you will need to abide by the following requirements and restrictions.

The MAP policy shall work under the following guidelines:

- 1) The Minimum Advertised Price for any Every Man Jack product shall not be less than the current Manufacturer's Suggested Retail Price (MSRP) as published on (Every Man Jack website) and no more than 15% off the (MSRP) during promotional time periods. Price of any bundled product will be MAP multiplied by the number of products in said bundle. MAP pricing is established by Every Man Jack and may be adjusted by Every Man Jack at its sole discretion.
- 2) The MAP policy applies to all advertisements of Every Man Jack products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio, and public signage.
- 3) The MAP policy is not applicable to 1) Any in-store advertising that is displayed only in the store and not distributed to any customer(s) outside of their store. 2) Any email newsletters sent to your customer database.
- 4) If pricing is displayed in other than a brick and mortar retail store, any alteration of the Minimum Advertised Price is prohibited.
- 5) MAP applies only to advertised prices and does not apply to the cost at which the product is sold to resellers. Every Man Jack distributors and sales team remain free to sell these products at any price they choose.
- 6) MAP does not establish maximum advertised prices. All resellers may offer Every Man Jack product at any price in excess of the MAP.
- 7) Presidio Brand's MAP policy does not in any way limit the ability of any reseller to advertise that "they have the lowest prices" or, they "price match", 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.

- 8) Reseller agrees to hold all trademarks and copyrights of Every Man Jack as the property of Every Man Jack and use advertising materials provided by Every Man Jack in an authorized manner only.
- 9) Upon 1st violation of MAP Policy: Reseller will receive warning and must correct violations within 48 hours. Account is put on hold. Upon 2nd or continued violation of MAP Policy: Reseller receives notice and account is put on indefinite hold. Every Man Jack does not intend to do business with resellers who degrade the image of Every Man Jack and its products.
- 10) E-Bay and Other Auction Web Sites Policy: "Buy it Now" options must be listed at a price equal to MAP or greater. For auctions the reserve and/or opening bids must start at MAP without a "Buy it Now" option. Best Offer Auctions Are Not Allowed.
- 11) Negotiated Contracts: At Presidio Brands discretion, it may be explicitly approved by Every Man Jack in writing to sell certain Every Man Jack products at below MAP pricing. The discount amount and length of time will be determined at the time of this approved promotion by Presidio Brands Inc.
- 12) Every Man Jack may run a promotion periodically and in such case the MAP will be the same as the sale price on those approved items and on those approved dates.
- 13) Every Man Jack will supply a copy of the Every Man Jack MAP policy to any new or existing reseller.

Unit UPC Code	Product Description	Fragrance / Description	MAP Pricing
Body.			
878639 000100	16.9 OZ Body Wash	Sandalwood	\$ 11.49
878639 000087	16.9 OZ Body Wash	Cedarwood	\$ 11.49
878639 000063	16.9 OZ Body Scrub	Citrus	\$ 11.49
878639 002784	16.9 OZ Premium Body Wash	Shea Butter	\$ 11.49
878639 002760	16.9 OZ Premium Body Wash	Oil Defense	\$ 11.49
878639 002753	16.9 OZ Premium Body Wash	Skin Clearing	\$ 11.49
878639 000193	16.9 OZ Body Wash	Eucalyptus Mint	\$ 11.49
878639 000070	16.9 OZ Body Wash	Signature Mint	\$ 11.49
878639 006232	33.8 OZ Body Wash	Sandalwood	\$ 16.99
878639 006256	33.8 OZ Body Wash	Cedarwood	\$ 16.99
878639 006249	33.8 OZ Body Wash	Eucalyptus Mint	\$ 16.99
878639 000117	7.0 OZ Body Bar	Cedarwood	\$ 8.49
878639 000131	7.0 OZ Body Bar	Sandalwood	\$ 8.49
878639 000124	7.0 OZ Body Bar	Citrus Scrub	\$ 8.49

Deodorant.			
878639 000216	3.0 OZ Deodorant	Cedarwood	\$ 9.00
878639 000230	3.0 OZ Deodorant	Sandalwood	\$ 9.99
878639 000292	3.0 OZ Deodorant	Fresh Scent	\$ 9.99
878639 000162	2.7 OZ Premium Deodorant	Activated Charcoal	\$ 9.99
878639 000803	3.5 OZ Dry Spray Deodorant	Cedarwood	\$ 10.49
878639 000810	3.5 OZ Dry Spray Deodorant	Sandalwood	\$ 10.49
878639 000223	3.0 OZ Deodorant	Citrus	\$ 9.99
878639 000285	3.0 OZ Deodorant	Fragrance Free	\$ 9.99
878639 000209	3.0 OZ Deodorant	Signature Mint	\$ 9.99
878639 000155	2.7 OZ Premium Deodorant - JUNE 2019 LAUNCH	Volcanic Clay	\$ 9.99

Skin.			
878639 000339	30 CT. Volcanic Clay Face Wipe Oil Defense	Fragrance Free	\$ 10.49
878639 000377	1 CT. Volcanic Clay Facial Mask Oil Defense	Fragrance Free	\$ 5.99
878639 000629	5.0 OZ Volcanic Clay Face Wash Oil Defense	Fragrance Free	\$ 9.99
878639 000636	4.2 OZ Volcanic Clay Face Scrub Oil Defense	Fragrance Free	\$ 9.99
878639 000650	2.5 OZ Mattifying Face Lotion Oil Defense	Fragrance Free	\$ 9.99
878639 000438	30 CT. Activated Charcoal Face Wipe Skin Clearing	Fragrance Free	\$ 10.49
878639 000391	5.0 OZ Charcoal Face Wash Skin Clearing	Fragrance Free	\$ 9.99
878639 000353	4.2 OZ Charcoal Face Scrub Skin Clearing	Fragrance Free	\$ 9.99
878639 000605	0.5 OZ Triple Action Eye Cream Age Defy	Fragrance Free	\$ 11.99
878639 000612	1.7 OZ Wrinkle Reducing Facial Moisturizer Age Defy	Fragrance Free	\$ 11.99
878639 000919	0.15 OZ Lip Balm Single Pack	Fragrance Free	\$ 4.99

Shave.			
878639 001510	Razor Black (Includes 4 Cartridges)	N/A	\$ 22.99
878639 001503	Razor Chrome (Includes 4 Cartridges)	N/A	\$ 22.99
878639 001565	4 pk Razor Cartridges Sensitive	N/A	\$ 13.99
878639 000568	4.2 OZ Face Lotion	Fragrance Free	\$ 8.99
878639 000476	6.7 OZ Shave Cream	Fragrance Free	\$ 8.99
878639 000421	7.0 OZ Shave Gel	Fragrance Free	\$ 8.49
878639 000582	5.0 OZ Face Scrub	Fragrance Free	\$ 9.49
878639 001756	30 CT. Speed Shower Face + Body Wipes	Fragrance Free	\$ 9.99
878639 000643	2.5 OZ Daily Prevention Face Lotion SPF 20	Fragrance Free	\$ 10.49
878639 000544	4.2 OZ Face Lotion	Sandalwood	\$ 8.99
878639 000384	5.0 OZ Face Wash	Signature Mint	\$ 8.99
878639 000469	6.7 OZ Shave Cream	Signature Mint	\$ 8.99
878639 000551	4.2 OZ Face Lotion	Signature Mint	\$ 8.99
878639 000575	5.0 OZ Face Scrub	Signature Mint	\$ 9.49

Beard.			
878639 001015	1.0 OZ Beard Oil	Sandalwood	\$ 12.99
878639 001053	6.7 OZ Beard + Face Wash	Sandalwood	\$ 12.99
878639 001404	2.0 OZ Beard Balm	Sandalwood	\$ 12.99
878639 001022	4.0 OZ Beard Butter	Sandalwood	\$ 12.99
878639 001008	1.0 OZ Beard Oil	Cedarwood	\$ 12.99
878639 001060	6.7 OZ Beard + Face Wash	Cedarwood	\$ 12.99

Hair.			
878639 001152	13.5 OZ 2-in-1 Daily Shampoo	Sandalwood	\$ 12.49
878639 001046	13.5 OZ 2-in-1 Daily Shampoo	Citrus	\$ 12.49
878639 001176	13.5 OZ 2-in-1 Anti-Dandruff Shampoo	Eucalyptus Mint	\$ 12.49
878639 001107	13.5 OZ 2-in-1 Thickening Shampoo	Tea Tree	\$ 12.49
878639 001077	13.5 OZ Daily Shampoo	Signature Mint	\$ 12.49
878639 001114	2.65 OZ Fiber Cream	Fragrance Free	\$ 10.99
878639 001169	2.65 OZ Styling Clay	Fragrance Free	\$ 10.99
878639 001190	2.65 OZ Grooming Paste	Fragrance Free	\$ 10.99
878639 001121	2.65 OZ Pomade	Signature Mint	\$ 10.99
878639 001145	5.0 OZ Thickening Grooming Cream	Tea Tree	\$ 10.99
878639 001183	6.7 OZ Styling Gel	Fragrance Free	\$ 10.99

