

i play., Inc. Minimum Advertised Pricing Policy

i play., Inc. supports and encourages the advertising of its products by all retailers and sales representatives. Educating consumers and retailers about the safety and value of our products has been a constant focus in our 35-year history. i play., Inc. has a Minimum Advertised Price (MAP) policy on all products. This policy applies to all online and brick-and-mortar retailers and sales representatives in the United States.

The MAP policy is necessary to preserve our value-based relationship with all current and future retailers and encourage the continued diversity in our retail base.

Our MSRP is listed to protect our brand and to support our authorized retailers. The minimum advertised price (“MAP”) is 20% off the MSRP, including all online listings. i play., Inc. may terminate any account who discounts below the MAP for any reason other than authorized close outs, flash sales and/or promotional events approved in writing in advance by i play., Inc.

The i play., Inc. MAP policy:

1. The MAP for all i play., Inc. products is 20% less than the published MSRP. MAP pricing may be adjusted by i play., Inc. at its sole discretion.
2. The most current published MSRP can be found online at iplaybaby.com, or by contacting our Customer Care Team: customercare@iplaybaby.com
3. The MAP policy applies to all advertisements of i play., Inc. products in any media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, Internet or other electronic media, television, radio, and public signage.
4. The MAP policy does not apply to any pre-approved in-store advertising that is displayed only in the store and not distributed to potential customers.
5. MAP applies only to advertised prices and does not apply to the pre-approved price at which the products are sold or offered for sale to an individual customer at a retail location, over the phone or on an online store. The i play., Inc. retailers may set their retail price according to their retail strategy.
6. Our MAP policy does not limit retailers from advertising that they have the “lowest price” or “best prices” on i play., Inc. products. Statements similar to these are not limited by this agreement.
7. Intentional or repeated failure to abide by the MAP policy can result in the termination of a retailer’s opportunity to sell our products. The first failure will result in a written warning with a required response in 5 business days.

























Select Nutrition Item Order Guide

<u>Product Image</u>	<u>Packaging Image</u>	<u>Item Description</u>	<u>Select Catalog Number</u>	<u>Select Wholesale Cost</u>	<u>Select MSRP</u>	<u>MAP</u>
Items highlighted in yellow are Manufacturer's Bestsellers!						
Items highlighted in blue have peggable-only packaging.						
		AQUA BOTTLE,AQUA	152899-1	\$5.23	\$7.99	\$6.39
		AQUA BOTTLE,GREEN	152900-7	\$5.23	\$7.99	\$6.39
		AQUA BOTTLE,PINK	152898-3	\$5.23	\$7.99	\$6.39
		SIPPY CUP, NON-SPILL,AQUA	152891-8	\$5.23	\$7.99	\$6.39
		SIPPY CUP, NON-SPILL, GREEN	152892-6	\$5.23	\$7.99	\$6.39
		SIPPY CUP, NON-SPILL, PINK	152890-0	\$5.23	\$7.99	\$6.39
		SIPPY CUP, FLIP TOP,AQUA	152894-2	\$5.23	\$7.99	\$6.39
		SIPPY CUP, FLIP TOP, GREEN	152896-7	\$5.23	\$7.99	\$6.39
		SIPPY CUP, FLIP TOP, PINK	152893-4	\$5.23	\$7.99	\$6.39

		CUP,SIP 'N STRAW,GLS,AQUA	171169-6	\$11.25	\$19.99	\$15.99
		CUP,SIP 'N STRAW,GLS,LIME	171167-0	\$11.25	\$19.99	\$15.99
		CUP,SIP 'N STRAW,GLS,PINK	171166-2	\$11.25	\$19.99	\$15.99
		Learning Cup- Assorted-12mo+	189414-6	\$5.59	\$9.99	\$7.99
		Learning Bowl- Assorted-6mo+	189412-0	\$5.59	\$9.99	\$7.99
		Learning Platemat- Assorted-6mo+	189411-2	\$10.06	\$17.99	\$14.39
		Fresh Baby Food Freezer Tray-Assorted- Adult use only	189409-6	\$5.59	\$9.99	\$7.99
		Learning Cutlery Set- Assorted-12mo+	189710-7	\$5.59	\$9.99	\$7.99
		FORK&SPOON,6PK,AQ UA ASST	171175-3	\$2.85	\$4.99	\$3.99
		FORK&SPOON,6PK,PI NK ASSTD	171174-6	\$2.85	\$4.99	\$3.99
		INFANT SPOON,6PK,AQUA,AS T	171173-8	\$2.85	\$4.99	\$3.99

		INFANT SPOON,6PK,PNK ASST	171172-0	\$2.85	\$4.99	\$3.99
		SNACK CUPS,3PK,AQUA ASSTD	171171-2	\$2.85	\$4.99	\$3.99
		SNACK CUPS,3PK,PINK ASSTD	171170-4	\$2.85	\$4.99	\$3.99
		Bento Box-Pink- 12mo+	189713-1	\$5.59	\$9.99	\$7.99
		Bento Box-Green- 12mo+	189714-9	\$5.59	\$9.99	\$7.99
		Bento Box-Aqua- 12mo+	189715-6	\$5.59	\$9.99	\$7.99
		FOOD STORAGE CUBES,8 PK	86835-6	\$6.93	\$11.99	\$9.59
		BABY FOOD MILL	33768-3	\$8.92	\$13.39	\$12.79
		WATER BTL ADAPTER,TODDLER	87811-6	\$2.31	\$3.99	\$3.19
		Wipe-off Bibs (3pk)- Pink Picnic Set- 9/18mo	189708-1	\$5.59	\$9.99	\$7.99
		Wipe-off Bibs (3pk)- Aqua Pond Set- 9/18mo	189709-9	\$5.59	\$9.99	\$7.99

		BIB,WATERPROOF,3PK,FOREST	171178-7	\$5.60	\$9.99	\$7.99
		Muslin Bibs made from Organic Cotton (2pk)-Assorted	189419-5	\$6.19	\$10.99	\$8.79
		Muslin Bibs made from Organic Cotton (2pk)-Aqua Set	189416-1	\$6.19	\$10.99	\$8.79
		Muslin Bibs made from Organic Cotton (2pk)-Royal Blue Set	189417-9	\$6.19	\$10.99	\$8.79
		Muslin Bibs made from Organic Cotton (2pk)-Pink Set-0/12mo	189561-4	\$6.19	\$10.99	\$8.79
		Muslin Bibs made from Organic Cotton (5pk)-Pink Set-0/12mo	189704-0	\$13.99	\$24.99	\$19.99
		Muslin Bibs made from Organic Cotton (5pk)-Blue Set-0/12mo	189707-3	\$13.99	\$24.99	\$19.99
		TEETHING KEYS,UNISEX,3MO+	152933-8	\$5.23	\$7.99	\$6.39
		INFINITY TEETHER RATTLE	152932-0	\$5.23	\$7.99	\$6.39
		RAINBOW RATTLE,UNISEX,3MO	152931-2	\$6.55	\$9.99	\$7.99
		BATH TOYS,POND,10PK,DREAM	171180-3	\$6.26	\$11.09	\$8.79

		TEETHER TOWER,DRM WINDOW	171179-5	\$11.20	\$19.99	\$15.99
		WOODEN CAR RATTLE,6 MO+	171181-1	\$11.25	\$19.99	\$15.99
		COMB & BRUSH SET	27056-1	\$4.48	\$6.79	\$6.39
		NAIL BRUSH	32676-9	\$2.25	\$3.49	\$3.19
		NAIL CLIPPERS	27027-2	\$2.24	\$3.39	\$3.19
		TBRUSH, BABY, SILICONE	30227-3	\$4.48	\$6.79	\$6.39
		TBRUSH, SILICONE FINGER	27071-0	\$2.23	\$3.39	\$3.19
		NASAL ASPIRATOR	106112-6	\$3.45	\$5.99	\$4.79
		TEETHER, SILI PAW, ASSORTED	122765-1	\$5.65	\$9.99	\$7.99
		SILI PAW TEETHER, 2PK, AQ/Y	152934-6	\$6.55	\$9.99	\$7.99
		TEETHER, HND, CRNST RCH, AQUA	152928-8	\$6.55	\$9.99	\$7.99

		TEETHER,HND,CRNST RCH,GRN	152924-7	\$6.55	\$9.99	\$7.99
		TEETHER,HND,CRNST RCH,PINK	152930-4	\$6.55	\$9.99	\$7.99
		TEETHER,STRAW,FRUI T COOL	59747-6	\$2.23	\$3.99	\$3.19
		COOL CALM PRESS,ASSORTED	122763-6	\$3.39	\$5.99	\$5.59