

## PFB Vanish INC Amazon MAP Policy

October 24, 2016

### PFB Vanish Inc NEW MAP Policy & Net Pricing Policy

Dear Amazon Resellers

Please be advised that effective November 1st, PFB VANISH INC. is instituting a channel policy regarding Amazon's resellers. Under this new channel policy, all current and future resellers are required to follow the MAP Pricing Guideline below for all Amazon Pricing. PFB Vanish has implemented a Minimum Advertised Price (MAP) policy effective November st, 2016 . Please also note the new Wholesale NET pricing effective November 1st 2016.

The Amazon MAP Policy: Dealers may advertise brands under the PFB VANISH umbrella at or above the minimum advertised price listed below.

*A WILLIAMS TRADING CO. and/or MUFFS & CUFFS customer is required to conform to the published MAP policy compliance established by each of the branded-vendor products you resell. You may not ADVERTISE any of the MAP products at a price below the designated MAP price outlined in their published MAP policy.*

*It is the sole discretion of WILLIAMS TRADING CO. and MUFFS & CUFFS to reserve the right to review a reseller's compliance with branded-vendor partner's MAP policy. If it is verified a WILLIAMS TRADING CO. and MUFFS & CUFFS customer advertises a vendor-branded product below the MAP policy price, they will no longer be eligible to purchase or resell that branded-product line.*

Kind regards,  
Rich Pyne  
Vice President E-Commerce Sales

### MAP PRICING EFFECTIVE NOV 01 , 2016

| Manufacturer   |   | UPC          | ITEM    | WHOLESALE NET | MAP PRICING |
|----------------|---|--------------|---------|---------------|-------------|
| PFB Vanish INC | PFB Vanish Roll On after Shaving Gel 3.28 ounces. | 892717001063 | PFB106  | \$12.00       | \$22.95     |
| Manufacturer   |   | UPC          | ITEM    | WHOLESALE NET | MAP PRICING |
| PFB Vanish INC | Pfb Chromabright 3.28 Oz                          | 892717001162 | PFB 116 | \$20.00       | \$29.95     |

