



P.O. Box 24009
Seattle, Washington 98124

Exclusive Wholesale Distributor for DANIEL SMITH Products MINIMUM ADVERTISED PRICE (MAP) POLICY

The DANIEL SMITH brand has a minimum advertised price ("MAP") policy for all DANIEL SMITH products. The purpose of MAP is to assure that advertising of DANIEL SMITH brand products maintains a standard that is consistent with the value of the products.

The MAP for DANIEL SMITH products shall not exceed the following percentage off the DANIEL SMITH MSRP:

- 40% - 15ml Watercolor Tubes and Tube Sets
- 35% - 5ml Watercolor Tubes and Tube Sets
- 40% - Watercolor Sticks
- 35% - Watercolor Half Pans and Sets
- 40% - Water Soluble Oil Tubes and Mediums
- 40% - Gouache Tubes and Tube Sets
- 40% - Masking Fluid
- 40% - Watercolor Grounds
- 40% - Gesso
- 40% - Walnut Ink
- 40% - Watercolor Dot/Sample Cards

The MAP policy shall apply to all advertisements of DANIEL SMITH products in any media including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, television, radio, and public signage, internet or similar electronic media, including without limitation, websites, email newsletters, and/or email solicitations.

The MAP policy does not apply to in-store advertising i.e. displayed only in the store and not distributed to, or available to, any customer to remove from the store. In-store displays, point of sale signs, hangtags or barcodes or similar marks on products or packaging which only state the price are not considered advertising for the purpose of the MAP policy.