



MINIMUM ADVERTISED PRICING POLICY

This Minimum Advertised Pricing Policy (this "MAP Policy") is effective as of March 19, 2024 and is designed to protect Warming Trends, LLC's ("Warming Trends") brand and our brand building partners. This MAP Policy applies to all Warming Trends' distributors, dealers, customers, and any other resellers (collectively, "Resellers") of our products, whether purchasing directly or through a third party. This MAP Policy shall be followed in all forms of advertisements and in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, internet or similar electronic media, television, radio, and public signage.

The minimum advertised price for any Warming Trends' product(s) (the "Minimum Advertised Price") shall be no less than the then current manufacturer's suggested retail price (the "MSRP") listed in the Dealer Catalog most recently published by Warming Trends. This MAP Policy does not prohibit advertising at a price above Warming Trends' published MSRPs.

The inclusion in advertising of free or discounted products, with a product covered by this MAP Policy, would be contrary to the MAP policy if it has the effect of discounting the advertised price of the covered product below the Minimum Advertised Price, provided, however, that temporary "store-wide sales," "site-wide sales," or other equivalent temporary sales or discounts that apply to 100% of the products sold by a Reseller shall not violate this MAP Policy, provided, however, that discounts specific to Warming Trends products or discounts displayed on Warming Trends product pages, other than discounts listed in the website header, are prohibited. This MAP Policy does not in any way limit the ability of any Reseller to advertise that "they have the lowest prices," that they "will meet or beat any competitors' price," that consumers should "call for a price," or phrases of similar meaning as long as the price advertised or listed for the covered product is not less than the Minimum Advertised Price.

If a Reseller violates this MAP Policy, Warming Trends reserves the right to cancel any pending orders and discontinue sales to that Reseller. This MAP Policy and published MSRPs may be changed by Warming Trends with or without notice. It is the responsibility of the Reseller to keep informed of current Warming Trends' published MSRPs.