



Strider Minimum Advertised Price Policy (MAP Policy)

Introduction:

As the leading producer and innovator in the field of balance bikes and associated accessories, Strider Sports International, Inc. (SSI) is very proud of its role in introducing the balance bike to riders of all ages and abilities around the world. SSI also values its reputation for building high-quality, innovative products.

SSI recognizes that our quality Authorized Dealers invest a lot of time and resources into educating the public about Strider products, training knowledgeable staff, and providing support services. SSI is committed to supporting these efforts of our Authorized Dealers and maintaining the reputation of SSI products for quality and innovation.

To maintain the high level of customer confidence in the quality of Strider products and the Strider brand, and to protect the investment of our quality Authorized Dealers, SSI has unilaterally adopted a Strider Minimum Advertised Price Policy. The MAP Policy was chiefly adopted because reseller advertising and sales practices which promote Strider products primarily on the basis of price would be detrimental to quality Authorized Dealers' educational, training, and support efforts and to SSI's competitive position. Such activities can be harmful to SSI's brand, reputation, and competitiveness; and allow some resellers to take advantage of the educational, training, and support efforts of others. SSI believes that such practices are unfair and discourages such efforts.

SSI, in its unilateral discretion, will not do business with any reseller that intentionally advertises any MAP Product below its MAP price. SSI believes that enforcement of the MAP Policy will make Strider products more competitive and benefit all of its Authorized Dealers.

Minimum Advertised Price; The MAP is defined as "the current Manufacturer's Suggested Retail Price (MSRP) published by Canadian Franchisee.

Policy:

1. SSI recognizes that any Authorized Dealer can make its own independent decisions to advertise and sell any Strider product at any price it chooses without consulting or advising SSI. However, SSI similarly has the right to make its own independent decisions regarding product allocations and participation of a reseller as an Authorized Dealer.
2. SSI reserves the right, in its unilateral discretion, to take any action with respect to any reseller that violates this MAP Policy. This includes without limitation the right not to sell Strider products to any reseller that violates this MAP Policy. Any reseller determined by SSI to have violated this MAP Policy agrees to cease using SSI intellectual property on any online or physical store or in any advertisement.
3. SSI, at its sole discretion, may hire a third party to monitor or enforce the MAP Policy.
4. SSI shall maintain an updated Strider Price List of all Strider products that will fall under this MAP Policy. SSI reserves the right to update or modify this list at any time.



5. All products listed will have a MAP price. Listing a price which is lower than the MAP price next to the featured MAP product in any advertising will be viewed as a violation of this MAP Policy. This MAP Policy applies to all advertisement of Strider products in any and all media. Many websites include features such as “Click for Price,” automated “bounce – back” pricing e-mails, preformatted e-mail responses, forms, automatic price display for any items prior to being placed in a customer’s shopping cart, or other similar features which are all considered “advertising” under this MAP Policy. This MAP Policy also applies to any activity which SSI, in its sole discretion, determines to be designed or intended to circumvent the intent of this MAP Policy including solicitations for “group purchase” and the like.
6. Where Strider products are bundled with or sold as part of a package that includes other products, it shall be a violation of the MAP Policy to sell or advertise the bundle at a price that: (a) is lower than the total MAP of Strider products in the bundle or (b) violates the letter or spirit of the MAP Policy. It shall also be a violation of the MAP Policy if products are bundled with or sold as part of a package that includes products not pre-approved by SSI. Pre-approved products have been approved by SSI to ensure the product is up to SSI standards.
7. It shall be a violation of this MAP Policy to include in any advertising for Strider products any additional discount, coupon, gift card, or other incentive that translates into an immediate price reduction, where the cumulative effect would be to reduce the advertised price of any Strider product below MAP. Any such advertising will also be considered in light of the requirements of Section 6 above. For example, a gift card redeemable on a future purchase would be considered an “other product” under Section 6 and would be a violation of this MAP Policy.
8. If a reseller has multiple stores and violates this MAP Policy with any store, SSI will consider this to be a violation by all of the reseller’s locations.
9. Resellers remain free to establish their own resale prices, but SSI reserves the right to cancel all orders, indefinitely refuse to accept any new orders, and terminate the Authorized Dealer status of any reseller following SSI’s verification that such reseller has advertised any Strider product at a net sales price less than the current MAP price established by SSI, or if the reseller has violated this policy in any other way.