



Revised MAP Policy Jimmy Jane – Aug 15, 2015

To all Valued Muffs & Cuffs Customers

WILLIAMS TRADING CO. and MUFFS & CUFFS are dedicated to providing your consumers the highest quality online purchase experience from all of our re-sellers. As such, we strictly enforce all minimum advertised price policies (MAP policy compliance) designated by our branded-vendor partners to protect their product's imagery, trademark and pricing.

Effective immediately Jimmyjane is lifting it's restriction of sale for Muffs & Cuffs customers on Amazon with the following contingency listed below. You are authorized to sell on Amazon as long as your pricing is compliant to the manufacturer's published MAP pricing. In the event of a **MAP Violation from Muffs and Cuffs your account will be immediately suspended for this brand.**

"Your minimum advertised price must be equal to or greater than Jimmyjane's Manufacturer Suggested Retail Price on every product. Any discounting that results in a net advertised price of any Jimmyjane item through rebates, coupons, percentage discounts or any other manner will be considered non compliant to the MAP policy."

Minimum Advertised Pricing (MAP) Policy/ Agreement

This policy is made to protect the integrity of the Jimmyjane product line and our network or retailers. The Jimmyjane MAP applies to, but is not limited to, advertising in catalogs, direct mail, websites, in-store displays and any and all other forms of advertising media, including the internet and any other electronic medium available.

Your minimum advertised price must be equal to or greater than Jimmyjane's Manufacturer Suggested Retail Price on every product. Any discounting that results in a net advertised price of any Jimmyjane item through rebates, coupons, percentage discounts or any other manner will be considered non compliant to the MAP policy.

In the event that Jimmyjane receives information that a party is advertising a Jimmyjane product below MAP, Jimmyjane will contact the party in noncompliance. Once Jimmyjane has contacted the party, the pricing must be corrected within three business days. If the advertised pricing has not been corrected in three days, Jimmyjane will cease to supply the party and/or it's distributor.

Product	SKU	UPC	MSRP
HELLO TOUCH	12031	852991004129	\$65.00

FORM 2 Waterproof, Rechargeable, Vibrator

Pink	12003	852991004020	\$145.00
Slate	12004	852991004037	\$145.00

FORM 3 Waterproof, Rechargeable, Vibrator

Pink	12005	852991004075	\$145.00
Slate	12006	852991004082	\$145.00

FORM 4 Waterproof, Rechargeable, Vibrator

Pink	12007	852991004099	\$145.00
Slate	12008	852991004105	\$145.00

FORM 6 Waterproof, Rechargeable, Vibrating Massager

Pink	11997	852991004006	\$175.00
Slate	11998	852991004013	\$175.00

LITTLE CHROMA Waterproof, Quiet, Everlasting Vibrator

Red	10267	852520001636	\$125.00
Plum	10149	852520001469	\$125.00
Black	10270	852520001797	\$125.00
Replacement Motor	10327	851866002147	\$20.00

KITS

ESSENTIALS	11153	852520001582	\$7.00
INDULGENCES	10954	852520001803	\$20.00

THE USUAL SUSPECTS

ICONIC RABBIT	10970	852520001971	\$100.00
ICONIC POCKET	10971	852520001421	\$35.00
ICONIC RING	11019	852520001087	\$35.00
ICONIC SMOOTHIE	11447	851866002017	\$20.00
ICONIC BULLET	11445	851866002000	\$16.00

AFTERGLOW Natural Massage Oil Candles

Pink Lotus	11733	851866002802	\$29.00
Bourbon	11734	851866002819	\$29.00
Cucumber Water	11736	851866002833	\$29.00
Dark Vanilla	11735	851866002826	\$29.00
Absinthe + Sugarwater	11609	851866002697	\$32.00