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Minimum Advertised Pricing (MAP) Policy

Savvy Co. has worked hard to ensure that all authorized dealers provide resellers and consumers with the advice, service, knowledge, and support necessary to maintain the highest level of customer satisfaction. Savvy Co. has concluded that certain types of advertising/pricing can affect goodwill and is damaging to the standards and reputation of brands represented under the Savvy Co. umbrella. (See Schedule A)

Therefore, Savvy Co. has implemented a Minimum Advertised Price (MAP) policy effective May 1, 2015. The objectives:

1. To ensure that our dealer-product relationships are consistent and value based.
2. To maintain the proper positioning of our brands in the marketplace.

The MAP Policy: Dealers may advertise brands under the Savvy Co. umbrella at or above the minimum advertised price. The MAP is published in the attached price list. Brands include but are not limited to VēDO™ and Naughty Appetites™.

For purposes of the MAP Policy “advertising” means any advertising through authorized media. Authorized media consists of billboards, newspapers, magazines, catalogs, brochures, direct mail, retail flyers, television, radio, e-commerce, forums and dealer internet sites or any other method which uses the hypertext transfer protocol (“http”) or any internal link to a web based shopping cart is considered advertising for the purposes of this policy.

Advertising at prices below the MSRP violates the MAP Policy. Any price with a “strike through” treatment is not considered a proper display of the MAP or higher price. Any advertised price, discounts such as coupons, or free accessories resulting in an effective advertised price of Savvy Co. products at less than the MAP will constitute a violation of the MAP Policy. Selling on Amazon and/or ebay is permitted as long as pricing is compliant to Savvy Co.’s published MAP pricing. A Dealer who advertises bundles of products, which include VēDO™ and/or Naughty Appetites™ products, must also advertise the price or value of the products at or above the MAP.

Savvy Co., from time to time, may sponsor special promotions or rebates to which this MAP Policy will not apply, as designated by Savvy Co. at its sole discretion.

Savvy Co. will monitor compliance with this policy. Savvy Co. may, at its own discretion, stop supplying products to any Dealer found to be in violation of the MAP Policy. Questions about whether a planned advertisement complies with this policy should be directed to Savvy Co. at (818) 217-4377 or info@savvycompany.com for guidance.

Schedule A

Company:						
Address:						
Buyer:			Ship Method:		Account #:	
Tel:			Fax:			
Email:			PO #:		Ship Date:	
Special Instructions:			Terms: Credit Card [] COD [] Terms []			
			FOB:	Los Angeles		

VēDO TOYS

Item	Description	COLOR	UPC	Inner Case	Case Qty	MAP Pricing	Order Qty	Ext. Price
VI-R0206	TURBO™ VIBRATING RING	MIDNIGHT MADNESS	854306004466	12	48	\$ 26.99		
VI-R0207	TURBO™ VIBRATING RING	BALLSY BURGUNDY	854306004473	12	48	\$ 26.99		
VI-R0208	TURBO™ VIBRATING RING	JUST BLACK	854306004480	12	48	\$ 26.99		
VI-R0106	TORK™ VIBRATING RING	MIDNIGHT MADNESS	854306004497	12	48	\$ 10.99		
VI-R0107	TORK™ VIBRATING RING	BALLSY BURGUNDY	854306004503	12	48	\$ 10.99		
VI-R0108	TORK™ VIBRATING RING	JUST BLACK	854306004510	12	48	\$ 10.99		
VI-F0101	UNI™ FINGER VIBE	TEASE ME TURQUOISE	854306004527	12	48	\$ 12.99		
VI-F0102	UNI™ FINGER VIBE	HOT IN BED PINK	854306004534	12	48	\$ 12.99		
VI-F0103	UNI™ FINGER VIBE	INTO YOU INDIGO	854306004541	12	48	\$ 12.99		
VI-B0204	PLUM™ KEGEL BALL	MAKE ME BLUSH PINK	854306004107	12	48	\$ 12.99		
VI-B0202	PLUM™ KEGEL BALL	HOT IN BED PINK	854306004114	12	48	\$ 12.99		
VI-B0203	PLUM™ KEGEL BALL	INTO YOU INDIGO	854306004145	12	48	\$ 12.99		
VI-B0101	PLUM™ VIBRATING KEGEL BALL	TEASE ME TURQUOISE	854306004152	12	48	\$ 19.99		
VI-B0102	PLUM™ VIBRATING KEGEL BALL	HOT IN BED PINK	854306004169	12	48	\$ 19.99		
VI-B0103	PLUM™ VIBRATING KEGEL BALL	INTO YOU INDIGO	854306004176	12	48	\$ 19.99		
VI-M0201	GEE™ MINI VIBE	TEASE ME TURQUOISE	854306004183	12	48	\$ 23.99		
VI-M0204	GEE™ MINI VIBE	MAKE ME BLUSH PINK	854306004190	12	48	\$ 23.99		
VI-M0203	GEE™ MINI VIBE	INTO YOU INDIGO	854306004213	12	48	\$ 23.99		
VI-M0305	EVA™ MINI VIBE	ORGASMIC ORCHID	854306004220	12	48	\$ 24.99		
VI-M0304	EVA™ MINI VIBE	MAKE ME BLUSH PINK	854306004237	12	48	\$ 24.99		
VI-M0303	EVA™ MINI VIBE	INTO YOU INDIGO	854306004244	12	48	\$ 24.99		
VI-M0404	LUV™ MINI VIBE	MAKE ME BLUSH PINK	854306004251	12	48	\$ 22.99		
VI-M0402	LUV™ MINI VIBE	HOT IN BED PINK	854306004268	12	48	\$ 22.99		
VI-M0403	LUV™ MINI VIBE	INTO YOU INDIGO	854306004275	12	48	\$ 22.99		
VI-M0103	RIO™ ANAL VIBE	INTO YOU INDIGO	854306004282	12	48	\$ 23.99		

Item	Description	COLOR	UPC	Inner Case	Case Qty	MAP Pricing	Order Qty	Ext. Price
VI-M0107	RIO™ ANAL VIBE	BALLSY BURGUNDY	854306004299	12	48	\$ 23.99		
VI-M0108	RIO™ ANAL VIBE	JUST BLACK	854306004305	12	48	\$ 23.99		
VI-P0303	QUAKER™ ANAL VIBE	INTO YOU INDIGO	854306004312	12	48	\$ 27.99		
VI-P0307	QUAKER™ ANAL VIBE	BALLSY BURGUNDY	854306004329	12	48	\$ 27.99		
VI-P0308	QUAKER™ ANAL VIBE	JUST BLACK	854306004336	12	48	\$ 27.99		
VI-N0105	INU™ VIBE	ORGASMIC ORCHID	854306004343	12	48	\$ 29.99		
VI-N0104	INU™ VIBE	MAKE ME BLUSH PINK	854306004350	12	48	\$ 29.99		
VI-N0102	INU™ VIBE	HOT IN BED PINK	854306004367	12	48	\$ 29.99		
VI-N0205	JOY™ VIBE	ORGASMIC ORCHID	854306004374	12	48	\$ 32.99		
VI-N0204	JOY™ VIBE	MAKE ME BLUSH PINK	854306004381	12	48	\$ 32.99		
VI-N0202	JOY™ VIBE	HOT IN BED PINK	854306004398	12	48	\$ 32.99		
VI-P0104	QUIVER™ VIBE	MAKE ME BLUSH PINK	854306004404	12	48	\$ 29.99		
VI-P0102	QUIVER™ VIBE	HOT IN BED PINK	854306004411	12	48	\$ 29.99		
VI-P0103	QUIVER™ VIBE	INTO YOU INDIGO	854306004428	12	48	\$ 29.99		
VI-P0205	WINK™ VIBE	ORGASMIC ORCHID	854306004435	12	48	\$ 33.99		
VI-P0202	WINK™ VIBE	HOT IN BED PINK	854306004442	12	48	\$ 33.99		
VI-P0203	WINK™ VIBE	INTO YOU INDIGO	854306004459	12	48	\$ 33.99		
TOTAL								

TERMS & AGREEMENT: All orders for new customers ship COD, Company Check or Credit Card. Terms upon approved credit with signed credit application. If a check is returned insufficient funds, account will be placed on a prepaid basis and a \$30 returned check fee will be charged. Late payments will cause pending orders to be held until payment is received. Defective items must be reported within 30 days of receipt. Contact customer service for replacement and/or return. All return items require a Return Authorization Number. Damages and/or shortages must be reported within 48 hours of receipt No exceptions. All prices listed in USD and are subject to change at any time without notice. Orders will ship UPS unless otherwise noted on the PO. Customer pays for freight.