

# Bonner Trading, Inc.

## MINIMUM ADVERTISED PRICING (MAP) POLICY

This Minimum Advertised Price ("MAP") Policy of Bonner Trading, Inc. ("Bonner Trading") for its B Swish branded products, shall apply to all distributors and retailers (collectively, "Resellers") that sell B Swish branded products to end users located in the United States and other countries where such policies are permitted by law. This MAP Policy is set forth to protect our network of authorized Resellers, consumers who purchase B Swish products and the quality and image of our products and the B Swish brand name and trademark. Bonner Trading greatly values the efforts of all Resellers who distribute B Swish branded products. With this MAP Policy, we strive to preserve the reputation of Bonner Trading, B Swish and our Resellers for providing customers with a high value product with strong after-sales support. Any advertisement of B Swish branded products below Bonner Trading's published MAP Product Listing, as published from time to time by B Swish, is strictly prohibited. Any advertising of B Swish brand products that results in a net advertised price of any B Swish branded product below the MAP Product Listing published from time to time by Bonner Trading, whether through advertised rebates, coupons, percentage discounts or any other manner, will be considered noncompliant with this MAP Policy.

Bonner Trading reserves the right, at its sole and absolute discretion, to terminate further sales to any Reseller of B Swish branded products for any violation of this MAP Policy and to terminate your participation in any Bonner Trading promotional programs. In such event, Bonner Trading will exercise its legal right to require that you to remove all Bonner Trading and B Swish proprietary materials from your website, including all advertising materials.

This MAP Policy shall be applicable to all Resellers. Bonner Trading reserves the right to change, modify or discontinue this MAP Policy or the MAP Product Listing at any time at our sole discretion. Bonner Trading also reserves the right to take any other action we deem necessary to prevent the use of any B Swish proprietary rights in the sale or advertisement of unlicensed, infringing or counterfeit merchandise.

The MAP Policy shall operate under the following guidelines:

1). The MAP Policy pricing for B Swish branded products shall be listed on the B Swish MAP Product Listing sheets provided to all authorized Resellers. MAP pricing is established by Bonner Trading for selected products and may be adjusted by Bonner Trading at its sole discretion at any time without notice to all applicable distributors and Resellers.

2). The MAP Policy applies to all advertisements of B Swish branded products in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, internet or similar electronic media including websites, email newsletters, email solicitations, television, radio, and public signage. The MAP Policy is not applicable to any in-store advertising that is displayed only in the store and not distributed outside of the store premises to any customer. In-store displays, point-of-sale signs, hangtags or bar codes or similar marks on products or product packaging, which merely state the price, are not considered "advertising" for purposes of this MAP Policy. In that regard, this MAP Policy does not apply to the actual sales price on any "check-out page" of any Reseller's website (typically the page at which the end

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user finally purchases the product.) This MAP Policy does apply to all other page(s) on the Reseller's website.

3). It is our policy that selling or advertising B Swish branded products on Amazon.com and any online auction site is strictly prohibited. Bonner Trading does not allow our copyrights, trademarks, trade dress, text, or other intellectual property to be used without Bonner Trading's express written authorization, including without limitation, web sites such as Amazon.com and Ebay.com. Resellers of our products may not misrepresent any warranty information, nor make any false statements regarding any affiliation of the Reseller with Bonner Trading.

4). If pricing is displayed, any strike-through or other alternation of the Minimum Advertised Price is prohibited.

5). The MAP Policy applies only to advertised prices and does not apply to the price at which the products are actually sold to an individual consumer within the Resellers retail location, website or over the telephone. B Swish Resellers remain free to sell the selected MAP products at any prices they elect.

6). The MAP Policy does not establish maximum advertised prices. All Resellers may offer B Swish branded products at any price in excess of the MAP established for such products.

7). From time to time, Bonner Trading may initiate promotions for B Swish branded products covered by the MAP Policy because the products are being discontinued or because they are just being released. In such events, Bonner Trading further reserves the right to adjust the MAP with respect to all or certain products at its sole discretion upon written notice to Resellers.

8). In the event that Bonner Trading receives information that a Reseller is advertising a B Swish branded product below MAP, Bonner Trading will contact the Reseller in noncompliance. Once Bonner Trading has contacted that Reseller, the advertised pricing must be corrected within three business days. If the advertised pricing has not been corrected in three business days, Bonner Trading has the right to cease to supplying B Swish branded products to the party and/ or distributor.

9). This MAP Policy for B Swish branded products is solely Bonner Trading's decision and responsibility. No employee or sales representative of Bonner Trading has any authority to modify this policy. Any questions about this policy should be in writing and directed to:

Bonner Trading, Inc.  
PO Box 69A51  
Los Angeles, CA 90069

Bonner Trading will respond only in writing. No oral communications about this policy shall be binding on Bonner Trading, Inc. The foregoing MAP Policy and any MAP Product Listing are subject to modification or discontinuance by Bonner Trading in its sole and absolute discretion, at any time. Any action taken by Bonner Trading under this policy shall be without liability to Bonner Trading, Inc.

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10). Distributors of B Swish branded products will supply a copy of this MINIMUM ADVERTISED PRICE POLICY to any new or existing retail Reseller. It is the Reseller's responsibility to comply with these requirements, and to provide its employees and agents with any training and instruction necessary to comply with these important responsibilities. Bonner Trading reserves the right to take any action it deems necessary to address a failure to comply with these requirements, including seeking to prevent the advertisement or sale of B Swish branded products on an online sale or auction site or website such as Amazon.com or Ebay.com.



Model N°	Model Name	EAN (UPC)	MAP (USD \$)
BSBPO309	bbold_premium_black_magenta	8555888500309	\$72.55
BSBPO316	bbold_premium_primrose_grey	8555888500316	\$72.55
BSBCC0095	bcute_classic_rose	8555888500095	\$24.99
BSBCC0101	bcute_classic_royal_purple	8555888500101	\$24.99
BSBCC0361	bcute_classic_jade	8555888500361	\$24.99
BSBCP0064	bcute_classic_pearl_rose	8555888500064	\$24.99
BSBCP0071	bcute_classic_pearl_royal_purple	8555888500071	\$24.99
BSBCP0347	bcute_bcute_classic_pearl_jade	8555888500347	\$24.99
BSBCR0125	bcute_classic_curve_rose	8555888500125	\$24.99
BSBCR0132	bcute_classic_curve_royal_purple	8555888500132	\$24.99
BSBCR0354	bcute_classic_curve_jade	8555888500354	\$24.99
BSBCU0040	bcurious_premium_black_magenta	8555888500040	\$80.75
BSBCU0323	bcurious_premium_primrose_grey	8555888500323	\$80.75
BSBDC0439	bgood_deluxe_curve_black	8555888500439	\$49.97
BSBDC0446	bgood_deluxe_curve_violet	8555888500446	\$49.97
BSBDC0453	bgood_deluxe_curve_petal_pink	8555888500453	\$49.97
BSBDC0552	bdesired_deluxe_black	8555888500552	\$33.99
BSBDC0569	bdesired_deluxe_natural_coral	8555888500569	\$33.99
BSBDC0699	bdesired_deluxe_rose	8555888500699	\$33.99
BSBDP0576	bdesired_deluxe_pearl_rose	8555888500576	\$33.99
BSBDP0583	bdesired_deluxe_pearl_royal_purple	8555888500583	\$33.99
BSBDP0590	bdesired_deluxe_pearl_jade	8555888500590	\$33.99
BSBDR0606	bdesired_deluxe_curve_rose	8555888500606	\$33.99
BSBDR0613	bdesired_deluxe_blue_lagoon	8555888500613	\$33.99
BSBDR0620	bdesired_deluxe_curve_black	8555888500620	\$33.99
BSBGD0279	bgee_deluxe_tea	8555888500279	\$39.97
BSBGD0286	bgee_deluxe_plum	8555888500286	\$39.97
BSBGD0293	bgee_deluxe_cranberry	8555888500293	\$39.97
BSBGE0076	bgee_classic_burgundy	8555888000076	\$28.50
BSBGE0330	bgee_classic_black	8555888500330	\$28.50
BSBGE7380	bgee_classic_aqua	4890888127380	\$28.50
BSBGO0151	bgood_classic_raspberry	8555888000151	\$28.50
BSBGO5539	bgood_classic_blue	4890888125539	\$28.50
BSBGO5553	bgood_classic_powderpink	4890888125553	\$28.50
BSBMC0460	bmine_classic_blush_pink	8555888500460	\$18.72
BSBMC0477	bmine_classic_passion_purple	8555888500477	\$18.72
BSBMC0484	bmine_classic_passion_midnight_blue	8555888500484	\$18.72
BSBMR0491	bmine_classic_curve_azure	8555888500491	\$18.72
BSBMR0507	bmine_classic_curve_lavender	8555888500507	\$18.72
BSBMR0514	bmine_classic_curve_black	8555888500514	\$18.72
BSBNA0113	bnaughty_classic_plum	8555888000113	\$28.50
BSBNA0392	bnaughty_classic_hot_pink	8555888500392	\$28.50
BSBNA5607	bnaughty_classic_black	4890888125607	\$28.50
BSBNC0408	bnaughty_classic_unleashed_black	8555888500408	\$38.16
BSBNC0415	bnaughty_classic_unleashed_grape	8555888500415	\$38.16
BSBNC0422	bnaughty_classic_unleashed_magenta	8555888500422	\$38.16
BSBND0149	bnaughty_deluxe_black	8555888500149	\$39.97
BSBND0378	bnaughty_deluxe_emerald	8555888500378	\$39.97
BSBND0385	bnaughty_deluxe_deep_rose	8555888500385	\$39.97
BSBNR0521	bnear_classic_berry	8555888500521	\$29.99
BSBNR0538	bnear_classic_blue_lagoon	8555888500538	\$29.99
BSBNR0545	bnear_classic_black	8555888500545	\$29.99
BSBNU0156	bnaughty_premium_unleashed_black	8555888500156	\$69.97
BSBNU0224	bnaughty_premium_unleashed_magenta	8555888500224	\$69.97
BSBOD0248	bgood_deluxe_blue	8555888500248	\$44.98
BSBOD0255	bgood_deluxe_hot_pink	8555888500255	\$44.98
BSBOD0262	bgood_deluxe_tangerine	8555888500262	\$44.98
BSBSO0217	bsoft_premium_black_magenta	8555888500217	\$69.97
BSBSO0231	bsoft_premium_burgundy_pink	8555888500231	\$69.97
BSCBC0767	bcharmed_classic_black	8555888500767	\$15.99
BSCBC0774	bcharmed_classic_merlot	8555888500774	\$15.99
BSCBC0781	bcharmed_classic_albert_blue	8555888500781	\$15.99
BSCBF0705	bfilled_classic_rose	8555888500705	\$38.99
BSCBF0712	bfilled_classic_cobalt	8555888500712	\$38.99
BSCBF0729	bfilled_classic_black	8555888500729	\$38.99
BSCBI0736	bfit_classic_black	8555888500736	\$15.99
BSCBI0743	bfit_classic_powder_pink	8555888500743	\$15.99
BSCBI0750	bfit_classic_azure	8555888500750	\$15.99
BSCWM0668	bwild_classic_marine_rose	8555888500668	\$35.99
BSCWM0675	bwild_classic_marine_black	8555888500675	\$35.99
BSCWM0682	bwild_classic_marine_blue_lagoon	8555888500682	\$35.99
BSDWB0637	bwild_deluxe_bunny_blue_lagoon	8555888500637	\$53.99
BSDWB0644	bwild_deluxe_bunny_raspberry	8555888500644	\$53.99
BSDWB0651	bwild_deluxe_bunny_jade	8555888500651	\$53.99

Pricing Effective 1/18/16  
subject to change at any time