



make mine mary meyer

March 13, 2018

Dear Valued Mary Meyer Customer,

Mary Meyer Corporation is the exclusive licensee of:

- Sophie la girafe® Toys & Baby Mat.
- Bestever Baby Mats.
- Taggies Signature Collection.
- Taggies Baby Mats.
- WubbaNub Pacifier Toys.

Also, Mary Meyer is the exclusive distributor of Lulujo, Inc. products in the United States.

All of our marketing efforts have been aimed at highlighting quality and design. We do not promote price over quality and we do not encourage retailers to do so in their advertising or pricing.

In an effort to address disparities in advertised retail pricing, Mary Meyer Corporation (hereinafter MMC) has established a Minimum Advertised Price (MAP) policy for the five licensed brands list above as well as all Lulujo, Inc. products. The MAP for the following brands is:

- Sophie la girafe (no more than 15% off current keystone pricing).
- Bestever Baby Mats (MAP price \$42.50).
- Taggies Signature Collection (no more than 15% off current keystone pricing). See below for further explanation.
- Taggies Baby Mats (MAP price \$46.75).
- Mary Meyer WubbaNubs (MAP price \$14.88).
- Lulujo products sold in the USA (no more than 15% off current keystone pricing).

See below for further explanation. Also, the sku list & MAP price list are available on www.marymeyer.com under the Retailer/MAP tab.

Mary Meyer operates in compliance with USA laws governing these practices. This policy will be applied unilaterally to all Mary Meyer retailers, including e-commerce, mail order, and catalog companies.

Minimum Advertised Price Policy

- The MAP for all products listed above will be no lower than 15% off current keystone pricing: For example, Cutsie Caterpillar WubbaNub (\$17.50 minus 15% = \$14.88) and Cotton Muslin Swaddling Blankets (\$16.00 minus 15% = \$13.60). Keystone pricing is defined as double the wholesale price as published in Mary Meyer and Lulujo wholesale catalogs and any official supplements.
- Advertising includes, but is not limited to, newspaper and print, promotional mailers, coupons, direct response, online, e-blasts, web sites, and all other electronic media. The MAP policy does not apply to in-store advertising.
- Prices displayed online are considered "advertised price" and therefore are subject to our MAP policy. On an ecommerce website, all prices including "click for price" and preformatted email responses are understood to be initiated by the seller and are considered advertising under this MAP policy.
- Advertising "the lowest prices" or "we'll match any competitor's prices" is not a violation of this MAP policy.
- MAP only applies to advertised prices. Within its walls, or on the phone, a store is free to sell Mary Meyer and Lulujo products at any price they choose
- MMC reserves the right to modify or suspend this MAP policy with respect to certain Mary Meyer and Lulujo products that we put on a closeout list. If and when this list exists, it will be posted on marymeyer.com and found in the wholesale tab.
- MMC will monitor our dealers for compliance either directly or through third parties.
- In the event that MMC determines a non-compliance with this policy, the offending party will be contacted by MMC. Any additional breach will result in Mary Meyer or Lulujo products no longer being shipped to that account.
- No MMC sales representative has the authority to modify or grant exceptions to this policy. The MAP administrator has the sole responsibility of determining if a breach has occurred and what the consequences will be.
- Advertising Mary Meyer and Lulujo products as part of a discounted package of several items (MMC items or other manufacturers) that has the effect of the Mary Meyer and Lulujo products being advertised below MAP pricing will be in violation of this MAP policy.

We believe this policy enhances and protects the status of the above brands and all the retailers who sell them. It is our goal at MMC to support our retailers so they can invest confidently in these outstanding products.

Thank you for your understanding in this important matter. We look forward to many seasons of prosperous selling. If you have questions, please contact mapinfo@marymeyer.com

ITEM # DESCRIPTION MSRP MAP

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SOPHIE LA GIRAFE

27500	Sophie la girafe	\$28.00	\$23.80
27510	Sophie la girafe - Grand	\$40.00	\$34.00
27520	Sophie la girafe - Activite	\$40.00	\$34.00
27530	Sophie la girafe - Lullaby	\$28.00	\$23.80

SOPHIE LA GIRAFE

27540	Sophie's Friend - Lazare Kitty	\$18.00	\$15.30
27550	Sophie's Friend - Josephine Mouse	\$16.00	\$13.60
27560	Sophie la girafe - Baby Mat	\$55.00	\$46.75

LULUJO

6 skus	LLJ Baby's First Year	\$22.00	\$18.70
2 skus	LLJ Deluxe Baby's First Year Set	\$25.00	\$21.25
ALL	LLJ Bamboo Modern Blkt	\$18.00	\$15.30
ALL	LLJ Bamboo Muslin Swaddle	\$18.00	\$15.30
ALL	LLJ Muslin Cotton Swaddle	\$16.00	\$13.60
ALL	LLJ Mini Muslin Cloths 3pk	\$20.00	\$17.00
ALL	LLJ Muslin Security Blkt 2pk	\$15.00	\$12.75

LULUJO

ALL	Cellular Blankets	\$16.00	\$13.60
ALL	LLJ 2Pk Cotton Muslin Swaddle	\$25.00	\$21.25
ALL	LLJ Two pk Swaddle & Clips	\$38.00	\$32.30
ALL	LLJ Two Pk Stroller Clips	\$8.00	\$6.80
ALL	Muslin Lovies	\$18.00	\$15.30
ALL	Turkish Towels	\$22.00	\$18.70

TAGGIES

40200	Heather Hedgehog Rattle	\$9.00	\$7.65
40201	Heather Hedgehog Crinkle Me	\$10.00	\$8.50
40202	Harley Raccoon Lovey	\$19.00	\$16.15
40203	Heather Hedgehog Soft Toy	\$20.00	\$17.00
40205	Harley Raccoon Char Blkt	\$20.00	\$17.00
40220	Pretty Pints Rattles	\$9.00	\$7.65
40221	Kaleidoscope Elephant Crinkle	\$15.00	\$12.75
40222	Kaleidoscope Elephant Char Blkt	\$20.00	\$17.00
40223	Gumdrops Giraffe Cookie Crinkle	\$15.00	\$12.75
40224	Gumdrops Cgiraffe Char Blkt	\$20.00	\$17.00
40225	Gumdrops Giraffe Soft Toy	\$24.00	\$20.40
31740	Buddy Dog Rattle	\$9.00	\$7.65
31741	Buddy Dog Soft Toy	\$24.00	\$20.40
31745	Buddy Dog Char Blkt	\$20.00	\$17.00
31746	Buddy Dog Cozy Blkt	\$28.00	\$23.80
31747	Buddy Dog Activity Toy	\$16.00	\$13.60
31749	Buddy Dog Cookie Crinkle	\$15.00	\$12.75
40010	Barnyard Rattle Asst	\$9.00	\$7.65
40012	Casey Cow Soft Toy	\$24.00	\$20.40
40025	Dipsy Duck Char Blkt	\$20.00	\$17.00
40031	Sherbet Lamb Lovey	\$19.00	\$16.15
40032	Sherbet Lamb	\$24.00	\$20.40
40035	Sherbet Lamb Char Blkt	\$20.00	\$17.00
40037	Patches Pig Lovey	\$19.00	\$16.15
40038	Patches Pig Soft Toy	\$24.00	\$20.40
40044	Patches Pig Char Blkt	\$20.00	\$17.00

TAGGIES

39313	Dazzle Dots Monkey Soft Toy	\$22.00	\$18.70
39314	Big Dazzle Dots Monkey	\$30.00	\$25.50
39315	Dazzle Dots Monkey Char Blkt	\$20.00	\$17.00
39316	Dazzle Dots Monkey Cozy Blkt	\$28.00	\$23.80
39712	Dazzle Dots Ring Rattle	\$9.00	\$7.65
39713	Dazzle Dots Activity Toy	\$16.00	\$13.60
39715	Dazzle Dots Cookie Crinkle	\$15.00	\$12.75
40180	Little Leaf Ring Rattle	\$9.00	\$7.65
40181	Little Leaf Lovey	\$19.00	\$16.15
40183	Little Leaf Soft Toy	\$24.00	\$20.40
40185	Little Leaf Char Blkt	\$20.00	\$17.00
39302	Oodles Owl Rattle	\$9.00	\$7.65
39305	Oodles Owl Char Blkt	\$20.00	\$17.00
39306	Oodles Owl Cozy Blkt	\$28.00	\$23.80
40191	Starry Night Teddy Lovey	\$19.00	\$16.15
40193	Starry Night Teddy w B lkt	\$28.00	\$23.80
40195	Starry Night Char Blkt	\$20.00	\$17.00
22370	Colours Mini Rattle	\$8.00	\$6.80
36410	Toss the TAGGIES Chime Ball	\$19.00	\$16.15
36430	Touchdown TAGGIES Football	\$19.00	\$16.15
56540	Baby Doll	\$12.00	\$10.20
ALL	Taggies Baby Mats	\$55.00	\$46.75
ALL	Taggies Crinkle Me Squares	\$10.00	\$8.50
ALL	Taggies Soft Books	\$18.00	\$15.30
ALL	Mary Meyer WubbaNubs	\$17.50	\$14.88
ALL	Mary Meyer Baby Mats	\$50.00	\$42.50