



make mine mary meyer

October 2018

Contact Name: _____
 Store Name: _____
 City, ST, ZIP: _____
 ALL DBAs: _____
 Email: _____

Dear Valued Mary Meyer Customer,

Mary Meyer Corporation is the exclusive licensee of:

- Sophie la girafe Toys.
- 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.

Thank you for your business and for your ongoing support of the Mary Meyer brand.

Several years ago, we initiated a MAP policy to address disparities in the advertised retail pricing for our products. Our current MAP pricing is 15% off MSRP. Because of our continued emphasis on quality over price, we've had many requests (from both brick and mortar and online retailers) to raise our MAP to MSRP.

We have decided that, effective October 1, 2018, our MAP price will be identical to our MSRP. Our MSRP is keystone (or double) the wholesale price less \$0.01. For example, the MSRP on a \$5.00 wholesale product is \$9.99.

All items included in our MAP program are listed on the reverse side of this document with their respective MAP price.

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 current MSRP: For example, Cutsie Caterpillar WubbaNub (\$17.49) and Cotton Muslin Swaddling Blankets (\$15.99). MSRP is defined as double the wholesale price minus \$0.01 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

I have read and understand Mary Meyer's MAP policy. Please sign and fax back to 802-365-4233.

Signature: _____ Date: _____

ITEM #	DESCRIPTION	MSRP	MAP	ITEM #	DESCRIPTION	MSRP	MAP
SOPHIE LA GIRAFE				SOPHIE LA GIRAFE			
27500	Sophie la girafe	\$27.99	\$27.99	27540	Sophie's Friend - Lazare Kitty	\$17.99	\$17.99
27510	Sophie la girafe - Grand	\$39.99	\$39.99	27550	Sophie's Friend - Josephine Mouse	\$15.99	\$15.99
27520	Sophie la girafe - Activite	\$39.99	\$39.99	27560	Sophie la girafe - Baby Mat	\$54.99	\$54.99
27530	Sophie la girafe - Lullaby	\$27.99	\$27.99				
LULUJO				LULUJO			
ALL	LLJ Two Pk Stroller Clips	\$7.99	\$7.99	LJ045	Dreamland Security Blanket 2 pack	\$14.99	\$14.99
ALL	LLJ Nursery Banners	\$11.99	\$11.99	LJ048	Afrique Security Blanket 2 pack	\$14.99	\$14.99
ALL	Cellular Blankets	\$15.99	\$15.99	LJ049	Little Fawn Security Blanket 2 pack	\$14.99	\$14.99
ALL	LLJ Muslin Cotton Swaddle Single	\$15.99	\$15.99	LJ060	Butterfly Security Blanket 2 pack	\$14.99	\$14.99
ALL	LLJ Bamboo Muslin Swaddle Single	\$17.99	\$17.99	LJ061	Sailboat Security Blanket 2 pack	\$14.99	\$14.99
ALL	LLJ Mini Receiving Blankets 3pk	\$19.99	\$19.99	LJ900	Pink Bunny Muslin Lovey	\$17.99	\$17.99
ALL	Turkish Towels	\$21.99	\$21.99	LJ902	Blue Puppy Muslin Lovey	\$17.99	\$17.99
7 skus	LLJ Baby's First Year Set	\$21.99	\$21.99	LJ904	Grey Elephant Muslin Lovey	\$17.99	\$17.99
2 skus	LLJ Deluxe Baby's First Year Set	\$24.99	\$24.99	LJ108	Black Messy Stripes Bamboo Modern	\$17.99	\$17.99
ALL	LLJ 2Pk Cotton Muslin Swaddle	\$24.99	\$24.99	LJ111	Hugs & Kisses Bamboo Modern	\$17.99	\$17.99
ALL	LLJ Two pk Swaddle & Clips	\$37.99	\$37.99	LJ112	Herringbone Bamboo Modern	\$17.99	\$17.99
ALL	LLJ 3pk Bamboo Swaddle	\$39.99	\$39.99	LJ113	Messy Heart Bamboo Modern	\$17.99	\$17.99
LJ041	Baby Whale Security Blanket 2 pack	\$14.99	\$14.99	LJ114	Love Bamboo Modern	\$17.99	\$17.99
LJ044	Elephants on Parade Security Blk 2pk	\$14.99	\$14.99				

TAGGIES				TAGGIES			
ALL	Taggies Rattles (except Mini)	\$8.99	\$8.99	40035	Sherbet Lamb Character Blanket	\$19.99	\$19.99
ALL	Taggies Crinkle Me Squares	\$9.99	\$9.99	40044	Patcher Pig Character Blanket	\$19.99	\$19.99
ALL	Taggies Soft Books	\$17.99	\$17.99	39315	Dazzle Dots Monkey Charac Blanket	\$19.99	\$19.99
ALL	Taggies Baby Mats	\$54.99	\$54.99	40185	Little Leaf Elephant Char Blanket	\$19.99	\$19.99
22370	Colours Mini Rattle	\$7.99	\$7.99	39305	Oodles Owl Character Blanket	\$19.99	\$19.99
40204	Heather Hedgehog Squeeze/Squeak	\$11.99	\$11.99	40195	Starry Night Teddy Character Blanket	\$19.99	\$19.99
56540	Baby Doll	\$11.99	\$11.99	31746	Buddy Dog Cozy Security Blanket	\$27.99	\$27.99
40221	Kaleidoscope Elephant Cookie Crinkle	\$14.99	\$14.99	39316	Dazzle Dots Cozy Security Blanket	\$27.99	\$27.99
40223	Gumdrops Giraffe Cookie Crinkle	\$14.99	\$14.99	39306	Oodles Owl Cozy Security Blanket	\$27.99	\$27.99
31749	Buddy Dog Cookie Crinkle	\$14.99	\$14.99	36410	Toss the TAGGIES Chime Ball	\$18.99	\$18.99
39715	Dazzle Dots Cookie Crinkle	\$14.99	\$14.99	36430	Touchdown TAGGIES Football	\$18.99	\$18.99
31747	Buddy Dog Activity Toy	\$15.99	\$15.99	40203	Heather Hedgehog Soft Toy	\$19.99	\$19.99
39713	Dazzle Dots Activity Toy	\$15.99	\$15.99	39313	Dazzle Dots Monkey Soft Toy	\$21.99	\$21.99
40202	Harley Raccoon Lovey	\$18.99	\$18.99	31741	Buddy Dog Soft Toy	\$23.99	\$23.99
40031	Sherbet Lamb Lovey	\$18.99	\$18.99	40012	Casey Cow Soft Toy	\$23.99	\$23.99
40037	Patches Pig Lovey	\$18.99	\$18.99	40032	Sherbet Lamb	\$23.99	\$23.99
40181	Little Leaf Elephant Lovey	\$18.99	\$18.99	40038	Patches Pig Soft Toy	\$23.99	\$23.99
40191	Starry Night Teddy Lovey	\$18.99	\$18.99	40183	Little Leaf Soft Toy	\$23.99	\$23.99
40205	Harley Raccoon Character Blanket	\$19.99	\$19.99	40225	Gumdrops Giraffe Soft Toy	\$23.99	\$23.99
40206	Heather Hedgehog Char Blanket	\$19.99	\$19.99	40193	Starry Night Teddy w blkt	\$27.99	\$27.99
40222	Kaleidoscope Elephant Char Blanket	\$19.99	\$19.99	39314	Big Dazzle Dots Monkey	\$29.99	\$29.99
40224	Gumdrop Giraffe Character Blanket	\$19.99	\$19.99	MARY MEYER BABY			
31745	Buddy Dog Character Blanket	\$19.99	\$19.99	ALL	Mary Meyer WubbaNubs	\$17.49	\$17.49
40025	Dipsy Duck Character Blanket	\$19.99	\$19.99	ALL	Mary Meyer Baby Mats	\$49.99	\$49.99