



Our MAP Policy

GettaGrip is focused on maintaining high margins for our phone accessory distributor, wholesaler and retailer networks. In recognition of the investment in time and resources required for our high-quality distributors, wholesalers and retailers to provide the level of customer service and product knowledge expected from our customers, GettaGrip is committed to enforcing policies which allow our resellers to maintain high profit margins through the sale of our products. GettaGrip has an established Minimum Advertised Price (MAP) Policy that an Authorized Reseller must follow for the advertising and marketing of GettaGrip products. All GettaGrip Authorized Resellers must agree to the terms and conditions of the following MAP Policy which applies directly to the Grip2ü brand and its various product lines.

GettaGrip's MAP Policy Guidelines for Grip2ü Branded Products

MAP pricing for all Grip2ü products can be found on your current price list. If you do not yet have a Grip2ü price list, one will be provided to you prior to the start of sale of Grip2ü products. GettaGrip reserves the right to alter the MAP pricing and policy for Grip2ü branded products at any time.

All advertised prices must be at or above MAP for all Grip2ü products if a MAP price has been established by GettaGrip. Resellers are not required to list prices in advertising. If a price is listed in an advertisement it must be at or above MAP. Other statements such as "call for price" or "call for quote" are acceptable and permitted.

Resellers are also responsible for ensuring their Grip2ü pricing is at or above MAP on internet search engines. Resellers are free to set the actual resale price of any product if it is at or above MAP price given the most recent publication of the price list. GettaGrip's MAP policy for all Grip2ü products apply to advertising placements, including but not limited to: print ads (inserts, magazines, newspapers, catalogs, mail order catalogs, etc.), broadcast (radio and TV), direct mail, faxes, internet placement with third parties (banner ads, broadcast emails, destination pages, third-party sites), internet placements on resellers own website, and any flyers, posters or coupons.

From time to time, GettaGrip may permit resellers to advertise MAP Products at prices lower than the MAP price. In such events, GettaGrip reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period of time by providing notice to all resellers of such changes.



Free Offers Associated with Grip2ü Product

Free shipping and/or handling, 0% sales tax, or free financing promotions do not violate the MAP.

All Grip2ü Products Price Matching Policies

Price matching policies are acceptable. Price matching cannot be used as a valid reason for violations of GettaGrip's MAP Policy. Advertised price must always be at MAP or higher.

Failure to Comply with the MAP Policy

At the sole discretion of GettaGrip, failure to comply with MAP, intentional and/or repeated failure to abide, may result in the immediate loss of Authorized Reseller status and your ability to purchase all Grip2ü products both direct as well as through distribution.

GettaGrip will utilize the following steps to resolve MAP violations:

1. Any and all dealers selling Grip2ü products which have not signed a GettaGrip MAP Policy agreement are classified as Unauthorized Resellers.
2. Distributors of GettaGrip are required to provide a signed MAP agreement from any dealer selling Grip2ü products. Unauthorized dealers should not be sold to or provided a feed from any distributor whatsoever.
3. Violations from Authorized Resellers will need to be corrected within 24 hours of notification.
 1. First Violation: Authorized Reseller's account will be put on hold temporarily and a written warning will be provided. MAP violations must be corrected within 24 hours. Upon correction and following 30 days of compliance, violation will then be cleared.
 2. Second Violation: Authorized Reseller's account will be put on hold for 30 days.
 3. Third Violation: Authorized Reseller's account will be put on hold for 180 days. After this duration, GettaGrip will review and determine if account is to be reinstated.
 4. Fourth Violation: Should GettaGrip decide to reinstate an Authorized Reseller who has previously demonstrated a third violation, yet violates a fourth time, the account will be unauthorized indefinitely.



MAP Policy Confirmation Agreement

This GettaGrip MAP Policy and Confirmation Agreement is made on this date of _____, by and between, GettaGrip and _____.

GettaGrip places immense value on the efforts of all resellers to accurately represent our products and support their customers. Our MAP policy is intended to encourage competition for the sale of Grip2ü products in a manner that is consistent with the long-term interests of our customers. We are sure that you share our commitment to customer satisfaction and as such, we ask that you acknowledge by signing this MAP confirmation agreement.

Thank you for your prompt attention to this matter, and your continued support.

Read and Understood:

Authorized Reseller (Company Name)

Name _____

City _____ State _____ Zip _____

Web URL _____



Authorized Reseller Representative (Your Name)

Title _____ Date _____

Email _____ Phone _____