



Airplus®

a division of Implus Footcare, LLC

MINIMUM ADVERTISED PRICE POLICY

Effective immediately, Airplus®, a division of Implus Footcare, LLC, has unilaterally established this policy setting the Minimum Advertised Price (“MAP Policy”) of selected Airplus products, which shall apply to resellers that sell Airplus products in the United States, and all forms of reseller advertising including mailings, catalogs, displays at consumer exhibitions and shows, and any and all other forms of advertising media, including, without limitation, the Internet and any other electronic network (collectively, “Resellers”).

An important part of growing a high-quality brand is maintaining price points that reflect our products’ true value. Therefore, we have implemented a MAP Policy that is designed to: 1) prevent the erosion of our products’ perceived value, and 2) maintain sufficient profit margins so our retailers can provide customers the shopping experience and service they expect.

Advertising and promotional activities play a critical role in establishing the image and reputation of the Airplus brand. We believe that the company’s customers rely on advertising to establish their understanding of our products. Airplus’ MAP Policy is designed to ensure that all product advertising focuses on features, benefits, guarantees and quality. This advertising is essential to ensure the correct value of the products is perceived in the minds of consumers.

Airplus believes that its MAP Policy will help in establishing the long-term value of the Airplus brand in consumers’ minds and thus make it a more profitable line for our Resellers.

Resellers who violate this MAP Policy will be subject to loss of their eligibility to purchase products covered by the MAP Policy.

1. The Airplus MAP Policy shall apply to the products listed on Exhibit A, and may be adjusted from time to time by Airplus in its sole discretion.
2. The Airplus MAP Policy applies equally to Airplus direct Resellers as well as those who purchase product through any distributor of Airplus products.
3. Resellers who provide Airplus products to persons or entities who resell the products, are responsible for ensuring that those persons and entities’ pricing complies with the MAP Policy. Resellers who continue to provide products to persons or entities which are known to disregard the MAP Policy will be considered in violation of this Policy and may be canceled immediately.
4. Airplus Resellers operating within the United States may not sell or offer to sell our product outside of the United States through internet, physical based sales, or equivalents thereof.
5. This Map Policy applies to all forms of advertisements in any and all media, including, but not limited to Internet sites, social media sites, apps, or any other electronic media as well as print advertisements, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio, and public signage.



6. Website features such as “click for price”, automated “bounce-back” pricing emails, pre-formatted email responses, forms, and automatic price display for any items prior to being placed in a customer’s shopping cart, and other similar features are considered to be communications initiated by the dealer (rather than by the customer) and thereby constitute “advertising” under this MAP Policy.
7. The Airplus MAP Policy does not apply to the purchase pages or any “check-out page” of any Reseller’s website or related internet site (i.e., the page on which the consumer actually completes the purchase of the product).
8. The MAP Policy applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer. Further, this MAP Policy does not preclude Airplus Resellers from advertising the availability of non-product specific coupons for lower sales prices at checkout. Airplus Resellers remain free to sell the products covered by Airplus’ MAP Policy at any prices they choose.
9. The MAP Policy does not in any way limit the ability of any Reseller to advertise that “they have the lowest prices” or, they “will meet or beat any competitor’s price,” that consumers should “call for a price” or similar phrases as long as the price advertised or listed for the products is not less than the MAP Policy price established by Airplus for such products.
10. The MAP Policy does not establish maximum advertised prices at which products may be sold. All Resellers may advertise Airplus products at any price in excess of the minimum advertised price established by Airplus for such products.
11. Sale of Airplus products on any internet auction sites (eBay, eBid, etc.) is a violation of this Policy and is not permitted.
12. Sale of Airplus products on any third-party e-commerce platform (Alibaba, Amazon, Buy.com, Google Express, Jet.com, Newegg, Overstock, Rakuten, Sears, and Walmart, etc.) is not permitted unless Reseller has been approved in writing by Airplus.
13. Advertising the bundling or inclusion of a free or discounted product (whether supplied by Airplus or another manufacturer) with a Airplus product covered by this MAP Policy is a violation of this Policy and is not permitted.
14. The MAP Policy does not apply to solely on premise or in-store advertising that is not distributed to customers.
15. From time to time, Airplus may implement promotions for products covered by the MAP Policy. Airplus reserves the right to modify or suspend the MAP Policy at any time with respect to the affected products. Airplus further reserves the right to adjust the MAP Policy with respect to all or certain products at its sole discretion upon at least thirty (30) business days’ advance written notice to Resellers.



16. This MAP Policy also applies to any activity which Airplus determines, in its sole discretion, is designed or intended to circumvent the intent of this MAP Policy.

17. In the event there is a violation of the MAP Policy, Airplus will take the following actions:

First Violation. Should a Reseller violate the MAP Policy and not correct the violation within 24 hours after being notified of the violation in writing by Airplus, the Reseller will be suspended from acquiring Airplus products for thirty (30) days.

Second Violation. Should a Reseller commit a second violation, Reseller shall be suspended from acquiring Airplus products for one hundred twenty (120) days.

Third Violation. Should a Reseller commit a third violation, (i) Reseller shall be suspended from acquiring Airplus products for one (1) year after which time such Reseller would have to apply to purchase Airplus products; and (ii) all unpaid balances outstanding to Airplus at the time of violation shall become immediately due and payable.

Airplus reserves the right, in its sole discretion, to determine all violations of its MAP Policy and further reserves the right to waive any violations of the MAP Policy in its sole discretion, provided, however, that no such waiver shall be deemed or constitute a waiver of any subsequent violation(s) and the resulting enforcement of the MAP Policy. Based on the severity of the violation, Airplus, at its sole discretion, may escalate any infraction and its associated consequences to the level of a third violation.

18. This MAP Policy is solely Airplus' decision and responsibility. No employee or sales representative of Airplus has any authority to discuss or modify this MAP Policy and any action of any person, which claims to modify this MAP Policy or to solicit or obtain the agreement of any person to the MAP Policy, is unauthorized and invalid. No oral communications about this Policy are authorized. The foregoing MAP Policy and any MAP Policy product listing is subject to modification or discontinuance by Airplus, in its sole and absolute discretion, at any time. Any action taken by Airplus under this MAP Policy shall be without liability to Airplus.



EXHIBIT A
PRICE LIST
 (UPDATED MARCH 2019)

ITEM	DESCRIPTION	UPC #	MSRP	MAP
Women's Insoles & Devices				
20408	Ultra Work Insole - Women's	096506204080	\$12.99	\$8.49
20407	Ultra Sport Insole - Women's	096506204073	\$12.99	\$10.99
20406	Ultra Arch Insole - Women's	096506204066	\$12.99	\$10.99
20301	Plantar Fasciitis Orthotic Insole - Women's	096506203014	\$11.99	\$8.99
20321	Memory Comfort Insoles - Women's	096506203212	\$11.99	\$8.99
20410	Super Gel Insole - Women's	096506204103	\$6.99	\$4.99
20225	Amazing Active Gel Insole - Women's	096506202253	\$9.99	\$7.49
20226	Gel Orthotic Insole - Women's	096506202260	\$7.99	\$6.29
21017	Skinny Comfort Insole - Women's	096506210173	\$7.99	\$6.49
20229	Gel Heel Cushion - Women's	096506202291	\$5.99	\$4.49
21015	Hug My Heels	096506210159	\$4.99	\$3.49
28901	Gel Ball-Of-Foot Cushion - 2 Pair	096506289018	\$4.99	\$3.49
20001	Steppies	096506200013	\$5.99	\$3.99
20242	Fashion Print Ball of Foot Cushion - 3 Pair	096506202420	\$5.99	\$4.99
20243	Fashion Print Heel Liner - 3 Pair	096506202437	\$5.99	\$4.99
Men's Insoles & Devices				
20319	Ultra Work Memory Plus - Men's	096506203199	\$12.99	\$8.49
21021	Ultra Sport Insole - Men's	096506210210	\$12.99	\$10.99
20405	Ultra Arch Insole - Men's	096506204059	\$12.99	\$10.99
20302	Plantar Fasciitis Orthotic Insole - Men's	096506203021	\$11.99	\$8.99
20320	Memory Comfort Insoles- Men's	096506203205	\$11.99	\$7.99
20409	Super Gel Insole - Men's	096506204097	\$6.99	\$4.99
20224	Extreme Active Gel Insole - Men's	096506202246	\$9.99	\$7.49
20227	Gel Orthotic Insole - Men's	096506202277	\$7.99	\$6.29
70102	Airr Ultra Sport Insole - Men's	096506701022	\$9.99	\$8.99
21022	XXL Super Support Insole- Men's	096506210227	\$11.99	\$9.99
20228	Gel Heel Cushion - Men's	096506202284	\$5.99	\$4.99
Unisex Devices				
20411	Ball of Foot 2 Pair - Unisex	096506204110	\$3.99	\$2.99
20252	Heel Liner 2 Pack - Unisex	096506202529	\$3.99	\$2.99
21016	Gel Heel Pad 1 pair - Unisex	096506210166	\$5.99	\$3.99
20358	Plantar Fasciitis Sleeve - Unisex S/M	096506203588	\$11.99	\$7.99
20359	Plantar Fasciitis Sleeve - Unisex L/XL	096506203595	\$11.99	\$7.99
Spa Device Collection				
20021	Aloe & Vitamin E Infused Socks FE - 1 pair	096506200211	\$4.99	\$2.99
20099	Spa Footies with Aloe & Vitamin E - 1 pair	096506200990	\$5.99	\$3.99
20052	Spa Gift Bag	096506200525	\$14.99	\$12.99



MAP Pricing Annual Effective Dates: January 1 – December 31

Contact your account representatives for the latest information on MAP pricing
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