



RockTape®

a division of Implus Footcare, LLC

MINIMUM ADVERTISED PRICE POLICY

Effective immediately, RockTape®, a division of Implus Footcare, LLC, has unilaterally established this policy setting the Minimum Advertised Price (“MAP Policy”) of selected RockTape products, which shall apply to resellers that sell RockTape 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 RockTape brand. We believe that the company’s customers rely on advertising to establish their understanding of our products. RockTape’s 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.

RockTape believes that its MAP Policy will help in establishing the long-term value of the RockTape 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 RockTape MAP Policy shall apply to the products listed on Exhibit A, and may be adjusted from time to time by RockTape in its sole discretion.
2. The RockTape MAP Policy applies equally to RockTape direct Resellers as well as those who purchase product through any distributor of RockTape products.
3. Resellers who provide RockTape 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. RockTape 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 RockTape 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 RockTape Resellers from advertising the availability of non-product specific coupons for lower sales prices at checkout. RockTape Resellers remain free to sell the products covered by RockTape’s 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 RockTape for such products.
10. The MAP Policy does not establish maximum advertised prices at which products may be sold. All Resellers may advertise RockTape products at any price in excess of the minimum advertised price established by RockTape for such products.
11. Sale of RockTape products on any internet auction sites (eBay, eBid, etc.) is a violation of this Policy and is not permitted.
12. Sale of RockTape 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 RockTape.
13. Advertising the bundling or inclusion of a free or discounted product (whether supplied by RockTape or another manufacturer) with a RockTape 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, RockTape may implement promotions for products covered by the MAP Policy. RockTape reserves the right to modify or suspend the MAP Policy at any time with respect to the affected products. RockTape 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 RockTape 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, RockTape 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 RockTape, the Reseller will be suspended from acquiring RockTape products for thirty (30) days.

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

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

RockTape 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, RockTape, 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 RockTape's decision and responsibility. No employee or sales representative of RockTape 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 RockTape, in its sole and absolute discretion, at any time. Any action taken by RockTape under this MAP Policy shall be without liability to RockTape.



EXHIBIT A
PRICE LIST
 (UPDATED OCTOBER 2019)

ITEM	STYLE	DESCRIPTION	UPC	MSRP	MAP
STANDARD 2"					
342707	RCT100-PK-OS	STANDARD ROLL 2" PINK	038472001133	\$20.00	\$19.00
497601	RCT100-PK-OS	STANDARD ROLL 2" PINK	038472002246	\$20.00	\$19.00
413085	RCT100-BL-OS	STANDARD ROLL 2" BLUE	038472002352	\$20.00	\$19.00
497593	RCT100-BL-OS	STANDARD ROLL 2" BLUE	038472002161	\$20.00	\$19.00
413087	RCT100-BK-OS	STANDARD ROLL 2" BLACK	038472002369	\$20.00	\$19.00
497591	RCT100-BK-OS	STANDARD ROLL 2" BLACK	038472002147	\$20.00	\$19.00
413090	RCT100-BG-OS	STANDARD ROLL 2" BEIGE	038472002383	\$20.00	\$19.00
497592	RCT100-BG-OS	STANDARD ROLL 2" BEIGE	038472002154	\$20.00	\$19.00
518129	RCT100-BKLOGO-OS	STANDARD ROLL 2" LOGO BLACK	038472158073	\$20.00	\$19.00
497599	RCT100-BKLOGO-OS	STANDARD ROLL 2" LOGO BLACK	038472002222	\$20.00	\$19.00
571336	RCT100-PKARG-OS	STANDARD ROLL 2" ARGYLE PINK	038472003267	\$20.00	\$19.00
497595	RCT100-PKARG-OS	STANDARD ROLL 2" ARGYLE PINK	038472002185	\$20.00	\$19.00
654753	RCT100-ARG-OS	STANDARD ROLL 2" ARGYLE BLUE	038472001119	\$20.00	\$19.00
497596	RCT100-ARG-OS	STANDARD ROLL 2" ARGYLE BLUE	038472002192	\$20.00	\$19.00
497594	RCT100-GRCAMO	STANDARD ROLL 2" CAMO GREEN	038472002178	\$20.00	\$19.00
497603	RCT100-RED-OS	STANDARD ROLL 2" RED	038472002260	\$20.00	\$19.00
497605	RCT100-TAT-OS	STANDARD ROLL 2" TATTOO	038472002284	\$20.00	\$19.00
497598	RCT100-NANOGN-OS	STANDARD ROLL 2" LIME	038472002215	\$20.00	\$19.00
497602	RCT100-PU-OS	STANDARD ROLL 2" PURPLE	038472002253	\$20.00	\$19.00
497600	RCT100-NBLU-OS	STANDARD ROLL 2" NAVY	038472002239	\$20.00	\$19.00
497597	RCT100-NCAMOPK-OS	STANDARD ROLL 2" CAMO PINK	038472002208	\$20.00	\$19.00
497604	RCT100-SAS-OS	STANDARD ROLL 2" STARSBARS	038472002277	\$20.00	\$19.00
497606	RCT100-RNBW-OS	STANDARD ROLL 2" RAINBOW	038472002291	\$20.00	\$19.00
800806	RCT100-BK-OSRX	STANDARD RX ROLL 2" BLACK	038472003175	\$18.00	\$17.00
800813	RCT100-BG-OSRX	STANDARD RX ROLL 2" BEIGE	038472003212	\$18.00	\$17.00
342772	RCT100-AN-OSRX	STANDARD RX ROLL 2" ANIMALS	038472001195	\$18.00	\$17.00
342763	RCT100-BG-PC	STANDARD PRECUT 2" BEIGE - 20CT	038472001157	\$20.00	\$19.00
800651	RCT100-BK-PC	STANDARD PRECUT 2" BLACK - 20CT	038472002673	\$20.00	\$19.00
342836	RCT100-BKH2O-EDGE	H2O EDGE 2" BLACK	038472001669	\$24.00	\$23.00
342837	RCT100-BGH2O-EDGE	H2O EDGE 2" BEIGE	038472001676	\$24.00	\$23.00
342838	RCT100-PKH2O-EDGE	H2O EDGE 2" PINK	038472001683	\$24.00	\$23.00
342839	RCT100-BLH2O-EDGE	H2O EDGE 2" BLUE	038472001690	\$24.00	\$23.00
342841	RCT100-BKH2O-EDGE - PC	H2O EDGE PRECUT 2" BLACK - 20CT	038472001713	\$24.00	\$23.00
342842	RCT100-BGH2O-EDGE - PC	H2O EDGE PRECUT 2" BEIGE - 20CT	038472001720	\$24.00	\$23.00
342844	RCT100-BLH2O-EDGE - PC	H2O EDGE PRECUT 2" BLUE - 20CT	038472001744	\$24.00	\$23.00



521901	RCT100-BKH2O-OS	H2O STANDARD ROLL 2" BLACK	038472158141	\$22.00	\$21.00
497608	RCT100-BKH2O-OS	H2O STANDARD ROLL 2" BLACK	038472002314	\$22.00	\$21.00
497610	RCT100-BLH2O-OS	H2O STANDARD ROLL 2" BLUE	038472002338	\$22.00	\$21.00
497609	RCT100-BGH2O-OS	H2O STANDARD ROLL 2" BEIGE	038472002321	\$22.00	\$21.00
497611	RCT100-BKLGH2O-OS	H2O STANDARD ROLL 2" LOGO BLACK	038472002345	\$22.00	\$21.00
497578	RCT100-BK-PC-H2O	H2O STANDARD ROLL 2" PRECUT BLACK	038472002123	\$22.00	\$21.00
497579	RCT100-BG-PC-H2O	H2O STANDARD ROLL 2" PRECUT BEIGE	038472002130	\$22.00	\$21.00
800416	RCT100-HOOK-OS	HOOKGRIP RED/BLACK	38472002420	\$20.00	\$19.00
800648	RCT100-BG-DT	DIGIT TAPE ROLL 1" BEIGE - 2 ROLLS	038472002642	\$20.00	\$19.00
232437	RCT100-BKLG-SP	SAMPLE STRIP 2" LOGO BLACK	038472324379	\$2.00	\$1.00
4" ROCKTAPE					
800713	RCT100-BG-MBD-EFIGS	MINI BIG DADDY ROLL 4" BEIGE	038472002819	\$40.00	\$39.00
800714	RCT100-BK-MBD-EFIGS	MINI BIG DADDY ROLL 4" BLACK	038472002826	\$40.00	\$39.00
800715	RCT100-BKLOGO-MBD-EFIGS	MINI BIG DADDY ROLL 4" LOGO BLACK	038472002833	\$40.00	\$39.00
800716	RCT100-BL-MBD-EFIGS	MINI BIG DADDY ROLL 4" BLUE	038472002840	\$40.00	\$39.00
800723	RCT100-BL-BD	BIG DADDY ROLL 4" BLUE	038472002871	\$240.00	\$216.00
342862	RCT100-BLK-EFIGS-BD	BIG DADDY ROLL 4" BLACK	038472001829	\$240.00	\$216.00
800721	RCT100-BKLOGO-BD-EFIGS	BIG DADDY ROLL 4" LOGO BLACK	038472002857	\$240.00	\$216.00
800722	RCT100-BG-BD-EFIGS	BIG DADDY ROLL 4" BEIGE	038472002864	\$240.00	\$216.00
800711	RCT100-BKLOGOH2O-MBD-EFIGS	H2O MINI BIG DADDY ROLL 4" LOGO BLACK	038472002802	\$44.00	\$43.00
800710	RCT100-BKH2O-MBD-EFIGS	H2O MINI BIG DADDY ROLL 4" BLACK	038472002796	\$44.00	\$43.00
517646	RCT100-BG-ED	PRECUT EDEMA STRIPS 4" BEIGE - 20CT	038472001096	\$40.00	\$36.00
BULK ROCKTAPE					
800705	RCT100-BK-LG-EFIGS	STANDARD BULK ROLL 2" BLACK	038472002758	\$120.00	\$108.00
342847	RCT100-BG-LG-EFIGS	STANDARD BULK ROLL 2" BEIGE	038472001768	\$120.00	\$108.00
342860	RCT100-ARG-EFIGS-LG	STANDARD BULK ROLL 2" ARGYLE BLUE	038472001812	\$120.00	\$108.00
342849	RCT100-PNK-LG-EFIGS	STANDARD BULK ROLL 2" PINK	038472001782	\$120.00	\$108.00
342858	RCT100-PRP-EFIGS-LG	STANDARD BULK ROLL 2" PURPLE	038472001805	\$120.00	\$108.00
342857	RCT100-RED-EFIGS-LG	STANDARD BULK ROLL 2" RED	038472001799	\$120.00	\$108.00
342848	RCT100-BL-LG-EFIGS	STANDARD BULK ROLL 2" BLUE	038472001775	\$120.00	\$108.00
800706	RCT100-BKLOGO-LG-EFIGS	STANDARD BULK ROLL 2" LOGO BLACK	038472002765	\$120.00	\$108.00
800704	RCT100-BKH2O-LG-EFIGS	H2O BULK ROLL 2" BLACK	038472002741	\$132.00	\$118.00
800708	RCT100-BGH2O-LG-EFIGS	H2O BULK ROLL 2" BEIGE	038472002789	\$132.00	\$118.00
800707	RCT100-BKLOGOH2O-LG-EFIGS	H2O BULK ROLL 2" LOGO BLACK	038472002772	\$132.00	\$118.00
800605	RCT100-BG-RX	BULK RX ROLL 2" BEIGE	038472002451	\$108.00	\$97.00
800606	RCT100-BL-RX	BULK RX ROLL 2" BLUE	038472002468	\$108.00	\$97.00
800607	RCT100-BK-RX	BULK RX ROLL 2" BLACK	038472002475	\$108.00	\$97.00
ROCKSAUCE / PAIN RELIEF					
800801	RO-RS-3	ROCKSAUCE FIRE 3OZ	038472003151	\$15.00	\$14.00
800602	RO-RC-3	ROCKSAUCE ICE 3OZ	038472002444	\$15.00	\$14.00
342765	RO-RSF-12-MED	ROCKSAUCE FIRE 12OZ	038472001164	\$35.00	\$34.00



342766	RO-RSI-12-MED	ROCKSAUCE ICE 12OZ	038472001171	\$35.00	\$34.00
342789	RO-RSF-SPD	ROCKSAUCE FIRE SAMPLE 50PK	038472001300	\$25.00	\$24.00
342790	RO-RSI-SPD	ROCKSAUCE ICE SAMPLE 50PK	038472001317	\$25.00	\$24.00
800675	RR50	ROCKRUB UNSCENTED 50G	038472002727	\$25.00	\$22.50
800824	RR400	ROCKRUB UNSCENTED 14OZ	038472003236	\$35.00	\$31.50
MOBILITY					
800598	RB-282	ROCKBALLS	038472002437	\$20.00	\$19.00
342869	RB-282-INF	ROCKBALLS INFINITY	038472001867	\$20.00	\$19.00
342866	RBF-GRY	ROCKBAND FLEX LIGHT	038472001836	\$20.00	\$19.00
342867	RBF-BLK	ROCKBAND FLEX MED	038472001843	\$22.00	\$21.00
342868	RBF-RD	ROCKBAND FLEX HEAVY	038472001850	\$24.00	\$23.00
342778	RF-RD-2	ROCKFLOSS 2" X 7'	038472001256	\$18.00	\$17.00
342779	RF-RD-4	ROCKFLOSS 4" X 7'	038472001263	\$36.00	\$35.00
800747	182-MUL	ROCKBLADE MULLET	038472002901	\$75.00	\$74.00
IASTM					
800671	182-KIT	ROCKBLADE 2.0	038472002710	\$700.00	\$630.00
427674	182-MH	ROCKBLADE MOHAWK	038472001188	\$350.00	\$315.00
428909	1816 - RPKIT	ROCKPODS	038472002031	\$70.00	\$63.00
BLISTER KITS					
342791	RCT100-BK-BP	BLISTER KIT BLACK	038472001324	\$12.00	\$11.00
342795	RCT100-BG-BP	BLISTER KIT BEIGE	038472001362	\$12.00	\$11.00
PROTECTIVE GEAR					
342801	1801-BK-5S	ASSASSINS KNEE SUPPORT 5MM BLACK SML	038472001393	\$50.00	\$45.00
342802	1801-BK-5M	ASSASSINS KNEE SUPPORT 5MM BLACK MED	038472001409	\$50.00	\$45.00
342803	1801-BK-5L	ASSASSINS KNEE SUPPORT 5MM BLACK LRG	038472001416	\$50.00	\$45.00
342804	1801-BK-5XL	ASSASSINS KNEE SUPPORT 5MM BLACK XL	038472001423	\$50.00	\$45.00
342805	1801-BK-7S	ASSASSINS KNEE SUPPORT 7MM BLACK SML	038472001430	\$50.00	\$45.00
342806	1801-BK-7M	ASSASSINS KNEE SUPPORT 7MM BLACK MED	038472001447	\$50.00	\$45.00
342807	1801-BK-7L	ASSASSINS KNEE SUPPORT 7MM BLACK LRG	038472001454	\$50.00	\$45.00
342808	1801-BK-7XL	ASSASSINS KNEE SUPPORT 7MM BLACK XL	038472001461	\$50.00	\$45.00
800775	1801-RC-5S	ASSASSINS KNEE SUPPORT 5MM RED CAMO SML	038472002994	\$50.00	\$45.00
800776	1801-RC-5M	ASSASSINS KNEE SUPPORT 5MM RED CAMO MED	038472003007	\$50.00	\$45.00
800777	1801-RC-5L	ASSASSINS KNEE SUPPORT 5MM RED CAMO LRG	038472003014	\$50.00	\$45.00
800778	1801-RC-5XL	ASSASSINS KNEE SUPPORT 5MM RED CAMO XL	038472003021	\$50.00	\$45.00
800780	1801-RC-7S	ASSASSINS KNEE SUPPORT 7MM RED CAMO SML	038472003038	\$50.00	\$45.00
800781	1801-RC-7M	ASSASSINS KNEE SUPPORT 7MM RED CAMO MED	038472003045	\$50.00	\$45.00
800782	1801-RC-7L	ASSASSINS KNEE SUPPORT 7MM RED CAMO LRG	038472003052	\$50.00	\$45.00
800783	1801-RC-7XL	ASSASSINS KNEE SUPPORT 7MM RED CAMO XL	038472003069	\$50.00	\$45.00
497560	1805-BLK-S	ASSASSINS ELBOW SUPPORT BLACK SML	038472002048	\$50.00	\$45.00
497561	1805-BLK-M	ASSASSINS ELBOW SUPPORT BLACK MED	038472002055	\$50.00	\$45.00
497562	1805-BLK-L	ASSASSINS ELBOW SUPPORT BLACK LRG	038472002062	\$50.00	\$45.00



497563	1805-BLK-XL	ASSASSINS ELBOW SUPPORT BLACK XL	038472002079	\$50.00	\$45.00
497564	1805-BLK-XXL	ASSASSINS ELBOW SUPPORT BLACK XXL	038472002086	\$50.00	\$45.00
497566	PGB-BLK-S	POWERGLIDE BELT BLACK SML	038472002093	\$99.00	\$89.10
497567	PGB-BLK-M	POWERGLIDE BELT BLACK MED	038472002109	\$99.00	\$89.10
497568	PGB-BLK-L	POWERGLIDE BELT BLACK LRG	038472002116	\$99.00	\$89.10
800611	4259-BK-S	ROCKGUARD BLACK SML	038472002505	\$30.00	\$27.00
571392	4259-BK-M	ROCKGUARD BLACK MED	038472003489	\$30.00	\$27.00
571393	4259-BK-L	ROCKGUARD BLACK LRG	038472003496	\$30.00	\$27.00
800612	4259-MANI-S	ROCKGUARD MANIFESTO SML	038472002512	\$30.00	\$27.00
571383	4259-MANI-M	ROCKGUARD MANIFESTO MED	038472003458	\$30.00	\$27.00
571384	4259-MANI-L	ROCKGUARD MANIFESTO LRG	038472003465	\$30.00	\$27.00
800629	1823-BLK	ROCKWRIST BLACK	038472002536	\$24.99	\$22.49
800415	1823-FLG	ROCKWRIST US FLAG	038472002413	\$24.99	\$22.49
800630	1823-MAN	ROCKWRIST MANIFESTO	038472002543	\$24.99	\$22.49

MAP Pricing Annual Effective Dates: January 1 – December 31

RockTape MAP Pricing Promotional Periods – 25% off MSRP

November 25 – December 6, 2019

January 5 – January 11, 2020

Contact your account representatives for the latest information on MAP pricing
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