



SOF SOLE ®

a division of Implus Footcare, LLC

MINIMUM ADVERTISED PRICE POLICY

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

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

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

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

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

EXHIBIT A
PRICE LIST
(UPDATED OCTOBER 2019)

ITEM #	DESCRIPTION	UPC	MSRP	MAP
PERFORMANCE INSOLES				
13001	ATHLETE INSOLES, WOMEN'S 5-7.5	096506130013	\$19.99	\$17.99
13002	ATHLETE INSOLES, WOMEN'S 8-11	096506130020	\$19.99	\$17.99
13005	ATHLETE INSOLES, MEN'S 7-8.5	096506130051	\$19.99	\$17.99
13006	ATHLETE INSOLES, MEN'S 9-10.5	096506130068	\$19.99	\$17.99
13007	ATHLETE INSOLES, MEN'S 11-12.5	096506130075	\$19.99	\$17.99
13008	ATHLETE INSOLES, MEN'S 13-14	096506130082	\$19.99	\$17.99
13009	ATHLETE INSOLES, MEN'S 15-16	096506130099	\$19.99	\$17.99
13070	ATHLETIC INSOLES, WOMEN'S 5-7.5	096506130709	\$24.99	\$22.49
13071	ATHLETIC INSOLES, WOMEN'S 8-11	096506130716	\$24.99	\$22.49
13072	ATHLETIC INSOLES, MEN'S 7-8.5	096506130723	\$24.99	\$22.49
13073	ATHLETIC INSOLES, MEN'S 9-10.5	096506130730	\$24.99	\$22.49
13074	ATHLETIC INSOLES, MEN'S 11-12.5	096506130747	\$24.99	\$22.49
13075	ATHLETIC INSOLES, MEN'S 13-14	096506130754	\$24.99	\$22.49
13076	ATHLETIC + ARCH INSOLES, WOMEN'S 5-7.5	096506130761	\$24.99	\$22.49
13077	ATHLETIC + ARCH INSOLES, WOMEN'S 8-11	096506130778	\$24.99	\$22.49
13078	ATHLETIC + ARCH INSOLES, MEN'S 7-8.5	096506130785	\$24.99	\$22.49
13079	ATHLETIC + ARCH INSOLES, MEN'S 9-10.5	096506130792	\$24.99	\$22.49
13080	ATHLETIC + ARCH INSOLES, MEN'S 11-12.5	096506130808	\$24.99	\$22.49
13081	ATHLETIC + ARCH INSOLES, MEN'S 13-14	096506130815	\$24.99	\$22.49
11101	ARCH INSOLES, WOMEN'S 5-7.5	096506111012	\$19.99	\$17.99
11102	ARCH INSOLES, WOMEN'S 8-11	096506111029	\$19.99	\$17.99
11105	ARCH INSOLES, MEN'S 7-8.5	096506111050	\$19.99	\$17.99
11106	ARCH INSOLES, MEN'S 9-10	096506111067	\$19.99	\$17.99
11107	ARCH INSOLES, MEN'S 11-12.5	096506111074	\$19.99	\$17.99
17001	AIRR INSOLES, WOMEN'S 5-7.5	096506170019	\$27.99	\$24.99
17002	AIRR INSOLES, WOMEN'S 8-11	096506170026	\$27.99	\$24.99
17005	AIRR INSOLES, MEN'S 7-8.5	096506170057	\$27.99	\$24.99
17006	AIRR INSOLES, MEN'S 9-10.5	096506170064	\$27.99	\$24.99
17007	AIRR INSOLES, MEN'S 11-12.5	096506170071	\$27.99	\$24.99
17008	AIRR INSOLES, MEN'S 13-14	096506170088	\$27.99	\$24.99
COMFORT INSOLES				
12053	WORK INSOLES, MEN'S 8-13	096506120533	\$17.99	\$15.99
16131	MEMORY INSOLES, WOMEN'S 5-10	096506161314	\$11.99	\$10.99
16132	MEMORY INSOLES, MEN'S 8-13	096506161321	\$11.99	\$10.99
12050	MEMORY PLUS INSOLES, WOMEN'S 5-10	096506120502	\$17.99	\$15.99
12051	MEMORY PLUS INSOLES, MEN'S 8-12	096506120519	\$17.99	\$15.99

18686	GEL ARCH 3/4 INSOLE W/ MEMORY FOAM	096506186867	\$14.99	\$13.49
18687	GEL ARCH 3/4 INSOLE W/ MEMORY FOAM	096506186874	\$14.99	\$13.49
18851	GEL HEEL CUP, WOMEN'S 5-11	096506188519	\$10.99	\$9.99
18853	GEL HEEL CUP, MEN'S 7-12	096506188533	\$10.99	\$9.99
18576	GEL HEEL PAD	096506185761	\$7.99	\$7.99
18901	GEL BALL-OF-FOOT - 2 PAIRS	096506189011	\$4.99	\$4.99
82101	HEEL LINER - 2 PAIRS	096506821010	\$3.99	\$3.99
82105	FOAM BALL OF FOOT - 2 PAIRS	096506821058	\$3.99	\$3.99
12306	CUSHION INSOLE UNISEX - 1 PAIR	096506123060	\$4.99	\$4.99
82103	SURE STEP - 2 PAIRS	096506821034	\$3.99	\$3.99
SUPPORT INSOLES				
18651	PLANTAR FASCIA INSOLES, MEN'S 8-12	096506186515	\$19.99	\$17.99
18652	PLANTAR FASCIA INSOLES, WOMEN'S 6-11	096506186522	\$19.99	\$17.99
12341	AIRR ORTHOTIC INSOLES, WOMEN'S 5-7.5	096506123411	\$34.99	\$31.49
12342	AIRR ORTHOTIC INSOLES, WOMEN'S 8-11	096506123428	\$34.99	\$31.49
12345	AIRR ORTHOTIC INSOLES, MEN'S 7-8.5	096506123459	\$34.99	\$31.49
12346	AIRR ORTHOTIC INSOLES, MEN'S 9-10.5	096506123466	\$34.99	\$31.49
12347	AIRR ORTHOTIC INSOLES, MEN'S 11-12.5	096506123473	\$34.99	\$31.49
12348	AIRR ORTHOTIC INSOLES, MEN'S 13-14	096506123480	\$34.99	\$31.49
82290	FULL LENGTH ORTHOTIC INSOLES, WOMEN'S 5-7.5	096506822901	\$24.99	\$22.49
82291	FULL LENGTH ORTHOTIC INSOLES, WOMEN'S 8-11	096506822918	\$24.99	\$22.49
82286	FULL LENGTH ORTHOTIC INSOLES, MEN'S 7-8.5	096506822864	\$24.99	\$22.49
82287	FULL LENGTH ORTHOTIC INSOLES, MEN'S 9-10.5	096506822871	\$24.99	\$22.49
82288	FULL LENGTH ORTHOTIC INSOLES, MEN'S 11-12.5	096506822888	\$24.99	\$22.49
82289	FULL LENGTH ORTHOTIC INSOLES, MEN'S 13-14	096506822895	\$24.99	\$22.49
18874	FULL LENGTH PLANTAR FASCIA INSOLES, MEN'S 7-13	096506188748	\$24.99	\$22.49
18875	FULL LENGTH PLANTAR FASCIA INSOLES, WOMEN'S 5-11	096506188755	\$24.99	\$22.49
REFRESH INSOLES				
40293	REFRESH ODOR ABSORPTION INSOLE - 3 PAIRS	096506402936	\$14.99	\$13.49
SLEEVES				
98937	PLANTAR FASCIA SLEEVE - S/M	096506989376	\$14.99	\$13.49
98938	PLANTAR FASCIA SLEEVE - L/XL	096506989383	\$14.99	\$13.49
SOF SOLE CLEANERS				
82371	INSTANT CLEANER 9 OZ	096506823717	\$6.99	\$6.99
82372	INSTANT CLEANER 5 OZ	096506823724	\$5.99	\$5.99
82376	SUEDE & NUBUCK CLEANER 9 OZ	096506823762	\$6.99	\$6.99
82119	SUEDE & NUBUCK KIT	096506821195	\$6.99	\$6.99
SOF SOLE PROTECTORS				
82373	WATER PROOFER 7.5 OZ	096506823731	\$6.99	\$6.99
82374	WATER PROOFER 5 OZ	096506823748	\$5.99	\$5.99
82375	HEAVY-DUTY SILICONE WATER PROOFER 12 OZ	096506823755	\$8.99	\$8.99
82380	ULTRA PROTECT WATER PROOFER 6 OZ	096506823809	\$12.99	\$11.49
82065	LIQUID SILICONE 4 OZ	096506820655	\$4.99	\$4.99

SOF SOLE DEODORIZERS				
82377	FRESH FOGGER 3 OZ	096506823779	\$6.99	\$6.99
82492	DEODORIZING SHOE INSERT - 1 PAIR	096506824929	\$14.99	\$13.49
SNEAKER BALLS				
87001	ICE SNEAKER BALLS - 1 PAIR	096506870018	\$5.99	\$5.99
87002	MATRIX SNEAKER BALLS - 1 PAIR	096506870025	\$5.99	\$5.99
87008	HAPPY SNEAKER BALLS - 1 PAIR	096506870087	\$5.99	\$5.99
87003	CLASSIC SNEAKER BALLS - 1 PAIR	096506870032	\$5.99	\$5.99
87004	SOCCER SNEAKER BALLS - 1 PAIR	096506870049	\$5.99	\$5.99
87005	BASKETBALL SNEAKER BALLS - 1 PAIR	096506870056	\$5.99	\$5.99
87007	BASEBALL SNEAKER BALLS - 1 PAIR	096506870070	\$5.99	\$5.99
87037	FOOTBALL SNEAKER BALLS - 1 PAIR	096506870377	\$5.99	\$5.99
87035	SKULL SNEAKER BALLS - 1 PAIR	096506870353	\$5.99	\$5.99
87102	DIGITAL CAMO SNEAKER BALLS - 1 PAIR	096506871022	\$5.99	\$5.99
87103	RADIAL TIE DYE SNEAKER BALLS - 1 PAIR	096506871039	\$5.99	\$5.99
87021	MATRIX SNEAKER BALLS - 3 PACK	096506870216	\$11.99	\$10.99
87038	SPORT - SNEAKER BALLS - 3 PACK	096506870384	\$11.99	\$10.99
87104	RADIAL TIE DYE SNEAKER BALLS - 3 PACK	096506871046	\$11.99	\$10.99
87735	EMOJI SNEAKER BALLS - 6 PACK	096506877352	\$11.99	\$10.99
87913	FRUITASTIC SNEAKER BALLS - 6 PACK	096506879134	\$11.99	\$10.99
87814	POWERBALL SNEAKER BALLS - 7 PACK	096506878144	\$14.99	\$13.49
SOF SOLE CONDITIONERS				
82024	BEESWAX LEATHER PROTECTOR 2 OZ	096506820242	\$7.99	\$7.99
82067	LEATHER LOTION 8 OZ	096506820679	\$5.99	\$5.99
82113	SADDLE SOAP 5 OZ	096506821133	\$4.99	\$4.99
82115	MINK OIL 3.5 OZ	096506821157	\$4.99	\$4.99
82117	NEATSFOOT OIL 8 OZ	096506821171	\$6.99	\$6.99
82355	SHOE CRÈME - BLACK 2 OZ	096506823557	\$4.99	\$4.99
82356	SHOE CREME - BROWN 2 OZ	096506823564	\$4.99	\$4.99
82099	WHITE SPORT POLISH 3 OZ	096506820990	\$3.99	\$3.99
82093	SHOE POLISH TIN - BLACK 1.5 OZ	096506820938	\$3.99	\$3.99
82095	SHOE POLISH TIN - BROWN 1.5 OZ	096506820952	\$3.99	\$3.99
91821	BROWN SHINE SPONGE	096506918215	\$5.99	\$5.99
91837	BLACK SHINE SPONGE	096506918376	\$5.99	\$5.99
91844	INSTANT SHINE SPONGE	096506918444	\$5.99	\$5.99
91851	OILED LEATHER SPONGE	096506918512	\$5.99	\$5.99
82049	SHOE GOO - CLEAR 3.7 OZ	096506820495	\$5.99	\$5.99
82364	SHOE STRETCH 4 OZ	096506823649	\$5.99	\$5.99
82489	BOOT BRUSH	096506824899	\$7.99	\$7.99
82464	PREMIUM SHINE BRUSH	096506824646	\$9.99	\$9.99
SOF SOLE SHOE CARE KITS				
82329	BLACK SHOE POLISH KIT	096506823298	\$5.99	\$5.99
82331	BROWN SHOE POLISH KIT	096506823311	\$5.99	\$5.99

82379	3-IN-1 ATHLETIC CARE KIT	096506823793	\$13.99	\$12.49
82448	SNEAKER CARE KIT	096506824486	\$19.99	\$17.99
82447	BOOT CARE KIT	096506824479	\$19.99	\$17.99
SOFSOLE SHOE FITTING DEVICES				
82436	SHOE HORN BLACK 18"	096506824363	\$5.99	\$5.99
90231	JOCKEY SHOE HORN 24"	096506902313	\$10.99	\$9.99
82491	SHOE STRETCHER, MEN'S 7-9/WMN'S 5-11	096506824912	\$16.99	\$15.49
82225	SPLIT TOE CEDAR SHOE TREE, MEN'S 7-9	096506822253	\$19.99	\$17.99
82227	SPLIT TOE CEDAR SHOE TREE, MEN'S 10-12	096506822277	\$19.99	\$17.99
SOFSOLE CLEATS				
82404	NYLON FOOTBALL CLEAT - BLACK 1/2"	096506824042	\$9.99	\$9.99
82405	NYLON FOOTBALL CLEAT - BLACK 3/4"	096506824059	\$9.99	\$9.99
82406	TRACK CLEAT PYRAMID STEEL 1/4"	096506824066	\$9.99	\$9.99
82407	TRACK CLEAT PYRAMID STEEL 1/8"	096506824073	\$9.99	\$9.99
82409	TRACK CLEAT PYRAMID STEEL 3/16"	096506824097	\$9.99	\$9.99
82408	TRACK CLEAT NEEDLE STEEL 3/8"	096506824080	\$9.99	\$9.99
82410	TRACK CLEAT NEEDLE STEEL 3/16"	096506824103	\$9.99	\$9.99

MAP Pricing Annual Effective Dates: January 1 – December 31

Sof Sole 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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