



Spenco®
a division of Implus Footcare, LLC
MINIMUM ADVERTISED PRICE POLICY

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

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

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

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

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



EXHIBIT A
PRICE LIST
 (UPDATED OCTOBER 2019)

ITEM #	DESCRIPTION	UPC	MSRP	MAP
GROUND CONTROL				
235808	Ground Control Low Arch - Size 1	038472358084	\$39.99	\$35.99
235809	Ground Control Low Arch - Size 2	038472358091	\$39.99	\$35.99
235810	Ground Control Low Arch - Size 3	038472358107	\$39.99	\$35.99
235811	Ground Control Low Arch - Size 4	038472358114	\$39.99	\$35.99
235812	Ground Control Low Arch - Size 5	038472358121	\$39.99	\$35.99
235813	Ground Control Medium Arch - Size 1	038472358138	\$39.99	\$35.99
235814	Ground Control Medium Arch - Size 2	038472358145	\$39.99	\$35.99
235815	Ground Control Medium Arch - Size 3	038472358152	\$39.99	\$35.99
235816	Ground Control Medium Arch - Size 4	038472358169	\$39.99	\$35.99
235817	Ground Control Medium Arch - Size 5	038472358176	\$39.99	\$35.99
235818	Ground Control High Arch - Size 1	038472358183	\$39.99	\$35.99
235819	Ground Control High Arch - Size 2	038472358190	\$39.99	\$35.99
235820	Ground Control High Arch - Size 3	038472358206	\$39.99	\$35.99
235821	Ground Control High Arch - Size 4	038472358213	\$39.99	\$35.99
235822	Ground Control High Arch - Size 5	038472358220	\$39.99	\$35.99
TOTAL SUPPORT®				
4621000	Total Support Max - Size 00	038472012405	\$39.99	\$35.99
4621001	Total Support Max - Size 01	038472012412	\$39.99	\$35.99
4621002	Total Support Max - Size 02	038472012429	\$39.99	\$35.99
4621003	Total Support Max - Size 03	038472012436	\$39.99	\$35.99
4621004	Total Support Max - Size 04	038472012443	\$39.99	\$35.99
4621005	Total Support Max - Size 05	038472012450	\$39.99	\$35.99
4621006	Total Support Max - Size 06	038472012467	\$39.99	\$35.99
4621007	Total Support Max - Size 07	038472012825	\$39.99	\$35.99
3931300	Total Support Original - Size 00	038472790945	\$39.99	\$35.99
3931301	Total Support Original - Size 01	038472790952	\$39.99	\$35.99
3931302	Total Support Original - Size 02	038472790969	\$39.99	\$35.99
3931303	Total Support Original - Size 03	038472790976	\$39.99	\$35.99
3931304	Total Support Original - Size 04	038472790983	\$39.99	\$35.99
3931305	Total Support Original - Size 05	038472790990	\$39.99	\$35.99
3931306	Total Support Original - Size 06	038472791003	\$39.99	\$35.99
4621601	Total Support Thin - Size 01	038472013112	\$39.99	\$35.99
4621602	Total Support Thin - Size 02	038472013129	\$39.99	\$35.99
4621603	Total Support Thin - Size 03	038472013136	\$39.99	\$35.99
4621604	Total Support Thin - Size 04	038472013143	\$39.99	\$35.99
4621605	Total Support Thin - Size 05	038472013150	\$39.99	\$35.99
4621606	Total Support Thin - Size 06	038472013167	\$39.99	\$35.99
POLYSORB®				
3803401	Cross Trainer - Size 01	038472359111	\$19.99	\$17.99
3803402	Cross Trainer - Size 02	038472359128	\$19.99	\$17.99
3803403	Cross Trainer - Size 03	038472359135	\$19.99	\$17.99
3803404	Cross Trainer - Size 04	038472359142	\$19.99	\$17.99



3803405	Cross Trainer - Size 05	038472359159	\$19.99	\$17.99
3803406	Cross Trainer - Size 06	038472359166	\$19.99	\$17.99
3838501	Walker/Runner - Size 01	038472011699	\$24.99	\$22.49
3838502	Walker/Runner - Size 02	038472011705	\$24.99	\$22.49
3838503	Walker/Runner - Size 03	038472011712	\$24.99	\$22.49
3838504	Walker/Runner - Size 04	038472011729	\$24.99	\$22.49
3838505	Walker/Runner - Size 05	038472011736	\$24.99	\$22.49
3838506	Walker/Runner - Size 06	038472011743	\$24.99	\$22.49
3781601	Heavy Duty - Size 01	038472790426	\$19.99	\$17.99
3781602	Heavy Duty - Size 02	038472790433	\$19.99	\$17.99
3781603	Heavy Duty - Size 03	038472790440	\$19.99	\$17.99
3781604	Heavy Duty - Size 04	038472790457	\$19.99	\$17.99
3781605	Heavy Duty - Size 05	038472790464	\$19.99	\$17.99
3781606	Heavy Duty - Size 06	038472790471	\$19.99	\$17.99
SPENCO® GEL				
3981801	Gel Insole - Size 01	038472795414	\$14.99	\$13.49
3981802	Gel Insole - Size 02	038472795421	\$14.99	\$13.49
3981803	Gel Insole - Size 03	038472795438	\$14.99	\$13.49
3981804	Gel Insole - Size 04	038472795445	\$14.99	\$13.49
3981805	Gel Insole - Size 05	038472795452	\$14.99	\$13.49
3981806	Gel Insole - Size 06	038472795469	\$14.99	\$13.49
4630001	Gel Total Support - Size 01	038472011415	\$19.99	\$17.99
4630002	Gel Total Support - Size 02	038472011422	\$19.99	\$17.99
4630003	Gel Total Support - Size 03	038472011439	\$19.99	\$17.99
4630004	Gel Total Support - Size 04	038472011446	\$19.99	\$17.99
4630005	Gel Total Support - Size 05	038472011453	\$19.99	\$17.99
4630006	Gel Total Support - Size 06	038472011460	\$19.99	\$17.99
3982602	Gel Heel Cup - Size S/M - 02	038472795285	\$9.99	\$9.99
3982608	Gel Heel Cup - Size M/L - 08	038472795292	\$9.99	\$9.99
SPENCO RX®				
4021201	Rx Insoles - Size 01	038472369011	\$10.99	\$9.99
4021202	Rx Insoles - Size 02	038472369028	\$10.99	\$9.99
4021203	Rx Insoles - Size 03	038472369035	\$10.99	\$9.99
4021204	Rx Insoles - Size 04	038472369042	\$10.99	\$9.99
4021205	Rx Insoles - Size 05	038472369059	\$10.99	\$9.99
4021206	Rx Insoles - Size 06	038472369066	\$10.99	\$9.99
4412300	Rx 3/4 Arch Cush - Size 00	038472449003	\$17.99	\$15.99
4412301	Rx 3/4 Arch Cush - Size 01	038472449010	\$17.99	\$15.99
4412302	Rx 3/4 Arch Cush - Size 02	038472449027	\$17.99	\$15.99
4412303	Rx 3/4 Arch Cush - Size 03	038472449034	\$17.99	\$15.99
4412304	Rx 3/4 Arch Cush - Size 04	038472449041	\$17.99	\$15.99
4412305	Rx 3/4 Arch Cush - Size 05	038472449058	\$17.99	\$15.99
4412306	Rx 3/4 Arch Cush - Size 06	038472449065	\$17.99	\$15.99
4404001	Rx Full Arch Cush - Size 01	038472451112	\$19.99	\$17.99
4404002	Rx Full Arch Cush - Size 02	038472451129	\$19.99	\$17.99
4404003	Rx Full Arch Cush - Size 03	038472451136	\$19.99	\$17.99
4404004	Rx Full Arch Cush - Size 04	038472451143	\$19.99	\$17.99
4404005	Rx Full Arch Cush - Size 05	038472451150	\$19.99	\$17.99
4404006	Rx Full Arch Cush - Size 06	038472451167	\$19.99	\$17.99



4315801	Rx 3/4 Orthotic - Size 01	038472443117	\$29.99	\$26.99
4315802	Rx 3/4 Orthotic - Size 02	038472443124	\$29.99	\$26.99
4315803	Rx 3/4 Orthotic - Size 03	038472443131	\$29.99	\$26.99
4315804	Rx 3/4 Orthotic - Size 04	038472443148	\$29.99	\$26.99
4315805	Rx 3/4 Orthotic - Size 05	038472443155	\$29.99	\$26.99
4315806	Rx 3/4 Orthotic - Size 06	038472443162	\$29.99	\$26.99
4304200	Rx Full Orthotic - Size 00	038472443209	\$34.99	\$31.49
4304201	Rx Full Orthotic - Size 01	038472443216	\$34.99	\$31.49
4304202	Rx Full Orthotic - Size 02	038472443223	\$34.99	\$31.49
4304203	Rx Full Orthotic - Size 03	038472443230	\$34.99	\$31.49
4304204	Rx Full Orthotic - Size 04	038472443247	\$34.99	\$31.49
4304205	Rx Full Orthotic - Size 05	038472443254	\$34.99	\$31.49
4304206	Rx Full Orthotic - Size 06	038472443261	\$34.99	\$31.49
4324001	Rx ThinSole 3/4 - Size 01	038472520566	\$29.99	\$26.99
4324002	Rx ThinSole 3/4 - Size 02	038472520573	\$29.99	\$26.99
4324003	Rx ThinSole 3/4 - Size 03	038472520580	\$29.99	\$26.99
4324004	Rx ThinSole 3/4 - Size 04	038472520597	\$29.99	\$26.99
4324005	Rx ThinSole 3/4 - Size 05	038472520603	\$29.99	\$26.99
4324006	Rx ThinSole 3/4 - Size 06	038472520610	\$29.99	\$26.99
4241602	Rx Ball of Foot - Size S-02	038472436119	\$7.99	\$7.99
4241605	Rx Ball of Foot - Size M-05	038472436126	\$7.99	\$7.99
4241608	Rx Ball of Foot - Size L-08	038472436133	\$7.99	\$7.99
4216802	Rx Heel Cushions - Size S-02	038472434023	\$7.99	\$7.99
4216805	Rx Heel Cushions - Size M-05	038472434054	\$7.99	\$7.99
4216808	Rx Heel Cushions - Size L-08	038472434085	\$7.99	\$7.99
SPENCO MEDICS™				
4603301	Medics Diabetic - Size 01	038472022374	\$29.99	\$26.99
4603302	Medics Diabetic - Size 02	038472022381	\$29.99	\$26.99
4603303	Medics Diabetic - Size 03	038472022398	\$29.99	\$26.99
4603304	Medics Diabetic - Size 04	038472022404	\$29.99	\$26.99
4603305	Medics Diabetic - Size 05	038472022411	\$29.99	\$26.99
4603306	Medics Diabetic - Size 06	038472022428	\$29.99	\$26.99
SPENCO DIABETIC SOCKS				
302122	Med Low Comp Diabetic Crew White Small	818953021221	\$15.00	\$13.50
302123	Med Low Comp Diabetic Crew White Medium	818953021238	\$15.00	\$13.50
302124	Med Low Comp Diabetic Crew White Large	818953021245	\$15.00	\$13.50
302125	Med Low Comp Diabetic Crew White X-Large	818953021252	\$15.00	\$13.50
302126	Med Low Comp Diabetic Crew Black Small	818953021269	\$15.00	\$13.50
302127	Med Low Comp Diabetic Crew Black Medium	818953021276	\$15.00	\$13.50
302128	Med Low Comp Diabetic Crew Black Large	818953021283	\$15.00	\$13.50
302129	Med Low Comp Diabetic Crew Black X-Large	818953021290	\$15.00	\$13.50
302130	Soft Rib Diabetic Quarter White Small	818953021306	\$14.00	\$12.50
302131	Soft Rib Diabetic Quarter White Medium	818953021313	\$14.00	\$12.50
302132	Soft Rib Diabetic Quarter White Large	818953021320	\$14.00	\$12.50
302133	Soft Rib Diabetic Quarter White X-Large	818953021337	\$14.00	\$12.50
302134	Soft Rib Diabetic Quarter Black Small	818953021344	\$14.00	\$12.50
302135	Soft Rib Diabetic Quarter Black Medium	818953021351	\$14.00	\$12.50
302136	Soft Rib Diabetic Quarter Black Large	818953021368	\$14.00	\$12.50
302137	Soft Rib Diabetic Quarter Black X-Large	818953021375	\$14.00	\$12.50



PLANTAR FASCIITIS SLEEVE				
97115	Plantar Fascia Sleeve	096506971159	\$14.99	\$13.50
97116	Plantar Fascia Sleeve	096506971166	\$14.99	\$13.50
2ND SKIN® MOIST BURN PADS (Sterile)				
4700100	Moist Burn Pads - 6 count	038472505013	\$9.99	\$9.99
4701900	Moist Burn Pads - 4 count	038472505037	\$9.99	\$9.99
4702700	Moist Burn Pads - 3 count	038472505242	\$9.99	\$9.99
2ND SKIN® DRESSING (Non-Sterile)				
1060300	Circles - 48 count (jar)	038472092001	\$54.99	\$49.49
1063700	Squares - 200 count (jar)	038472096009	\$36.99	\$33.49
FIRST AID				
4130100	Adhesive Knit - 6 count	038472420002	\$7.99	\$7.99
4132800	Sports Adhesive Knit - 6 count	038472094029	\$7.99	\$7.99
4823900	AquaHeal™ - 6 count	038472102410	\$11.99	\$10.99
4823700	AquaHeal™ - 25 count	038472509844	\$39.99	\$35.99
4910600	Blister Kit - 14 count	038472534006	\$10.99	\$9.99
4916500	Sports Blister Kit - 14 count	038472094036	\$10.99	\$9.99
4742300	Blister Pad - 5 count	038472504108	\$9.99	\$9.99
4742400	Sports Blister Pad - 5 count	038472094005	\$9.99	\$9.99
4720900	Dressing Kit - 8 count	038472504009	\$12.99	\$11.49
4726000	Sports Dressing Kit - 8 count	038472094012	\$12.99	\$11.49
2ND SKIN® SCAR THERAPY				
4754800	Scar Gel	038472409618	\$11.99	\$10.99

MAP Pricing Annual Effective Dates: January 1 – December 31

Spenco 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
 Implus Footcare, LLC · 2001 T.W. Alexander Drive · Durham, NC 27709-3925 · USA
 (800) 446-7587 / spenco.implus.com / BP@4implus.com