**Vedette Shapewear 2017 MAP Agreement (Minimum Advertised Price)**

Effective April 1, 2017, a Minimum Advertised Price (MAP) on all Vedette Shapewear products will be in effect. International accounts must reflect pricing as translated into their local currency.

Orion Manufacturing Inc. *dba* as Vedette Shapewear is specialized in women’s firm control shapewear, body shapers and shaping swimsuits. Vedette has been building a brand of high quality and recognition for more than 30 years. Our objective is to work with companies and sellers that want to sell our products under fair policies for all. We established this MAP – Minimum Advertised Price to help control the advertised price of our products in the market to protect our brand and Distributors from unfair competition. Our MAP pricing policy is intended for consumers to purchase from Vedette resellers based on loyalty and customer care expectations.

The Minimum Advertised Price is based in three main principles:

1. That Vedette retail prices are competitive in the shapewear market.

2. That Vedette retail prices reflect the quality of Vedette’s products.

3. That Vedette retail prices allow our distributors to make profits.

The MAP policy shall work under the following guidelines:

1. All Distributors must advertise our suggested *Retail Price*. Our authorized Manufacturer’s Retail Price is available in the link below. Please check constantly to see updates:

Click Link Here:[Vedette Manufacturer's Retail Price](https://storage.vedettecorp.com:5001/sharing/HWnd4Rq00)

1. If a Vedette’s distributor is advertising our products for an amount less than the authorized, Vedette will contact distributor directly. The distributor will have 10 days to update the prices to the correct ones. If after those 10 days customer has not made the price change necessary Vedette will stop business transactions with the distributor for 1 year. Vedette does not intend to do business with dealers or sales representatives who degrade the image of Vedette and its products. It is Vedette’s sole discretion whether or not to provide prior notice or issue warnings before taking any action under this policy.
2. Products in our authorized list will be the only products covered by this agreement. Other products like discontinued and clearance items will not be affected by this agreement.
3. This agreement includes distributors in all channels included but not limited to online stores, online marketplaces, shops, malls, store chains, boutiques, kiosks, catalog sales.
4. This agreement establishes that the MAP is the only price use by Distributors for Vedette’s products in all type of advertising included but not limited to online, TV, radio, and printed advertising.
5. The Minimum Advertised Price for Vedette products shall not be less than 30% below the current Manufacturer’s Suggested Retail Price (MSRP) as published on Vedette’s price sheet. MAP pricing is established by Vedette and may be adjusted by Vedette at its sole discretion.
6. If the distributor sells Vedette’s products to its own reseller, this one will be also obligated to respect the MAP and the distributor in the obligation to inform it.
7. Vedette’s team will be monitoring prices in different channels and at any point might include a specialized third party company to verify the information for us.
8. This agreement must be signed by distributors every year. All new customers must sign the MAP agreement before their first purchase.
9. Vedette’s MAP may be subject to changes or updates at any time.

**Vedette Minimum Advertised Pricing Policy**

**Agreement Confirmation**

This MAP policy has been established by Vedette to help ensure the legacy of Vedette Shapewear as leading brand of women’s firm control shapewear and to protect the reputation of its name and products. The MAP policy is also designed to ensure dealers and sales representatives have the incentive to invest resources into services for Vedette customers. Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below.

Agreed to by:

Company name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Any and all other names by which this company operates (including names used on Ebay, Amazon, etc:

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Principal name printed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Principal Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Website URL: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*If in agreement with this policy then please fill out the requested information and sign it. You may email to:* [*orders.wholesale.usa@vedettecorp.com*](mailto:orders.wholesale.usa@vedettecorp.com) *or fax this page to: 770.412.9386*

*IMPORTANT: As of April 1st 2017, no shipments will be made to any wholesaler or distributor without having completed this form and returning it to Vedette Shapewear.*