



MINIMUM ADVERTISED PRICE (MAP) POLICY

As an industry leading manufacturer and supplier of superior quality apparel, Charles River Apparel ("CRA") strives to provide outstanding customer service and an excellent customer experience through a superb network of decorators, promotional product distributors, team dealers, college bookstores, and resort and retail stores. CRA's outstanding dealers, distributors, and retailers (collectively "Resellers") make substantial commitments of time and investments of resources to deliver exemplary service through well trained and knowledgeable staff, detailed and informative product displays and other sales collateral. To support its Resellers' efforts and to assure the high level of customer service CRA strives to deliver, CRA has unilaterally adopted a MINIMUM ADVERTISED PRICE POLICY ("MAP Policy"). CRA has adopted this MAP Policy because Reseller advertising practices that promote CRA products solely on the basis of price, and not product quality, service, and other factors, could be detrimental to Resellers' service and support efforts, and also CRA's position as a leading apparel brand. Such actions may be harmful to CRA's brand, reputation, and competitiveness, and could allow some Resellers to unfairly take advantage of the marketing, service, or support investment of others. CRA believes that these practices are unfair and harmful to CRA, and its brand, and therefore strongly discourages this conduct. CRA, in its unilateral discretion, will not do business with any Reseller, as to the products covered by this MAP Policy, if that Reseller intentionally advertises any MAP Product below its MAP price.

POLICY GUIDELINES

- 1) CRA reserves the right, in its unilateral discretion, to take action, including terminations of its relationship, with respect to any Reseller that violates this MAP Policy. Violations of this policy shall be determined by CRA in its sole and absolute discretion. CRA will not accept any communication from a Reseller subject to this policy regarding violations or future compliance with the MAP Policy.
- 2) First infraction for failure to follow the MAP Policy will result in a warning and a fourteen (14) day opportunity to correct advertised pricing. Thereafter, if a Reseller fails to correct the advertising or to comply with the MAP Policy, a second infraction occurs, CRA may, unilaterally and without notice or further warning, terminate its relationship with and discontinue to sell products to the Reseller violating the MAP Policy.
- 3) The MAP Policy will be enforced by CRA in its sole and absolute discretion.
- 4) CRA recognizes that any authorized CRA Reseller can make its own decisions to advertise and sell any CRA product at any price it chooses without consulting or advising CRA. CRA similarly has the right to make its own independent decision regarding dealers, distributors, and retailers it chooses to continue to sell to.
- 5) CRA will maintain a "MAP Products" list of those products that fall within this MAP Policy. CRA reserves the right to revise or modify this list at any time without notice.

- 6) All Products in CRA's current line and or active catalog will have a MAP retail price. Listing a price lower than the MAP retail price next to current line and or active catalog product in any advertising will be viewed as a violation of this MAP Policy. This MAP Policy applies to all advertisement of MAP Products in any and all media, including, without limitation, coupons, flyers, posters, inserts, mailers, magazines, newspapers, catalogs, mail order catalogs, internet or similar electronic media including websites, blogs, forums, email newsletters, email solicitations, Twitter, Facebook, Etsy, Pinterest or similar social media sites, television, radio, and public signage.
- 7) Resellers may not make any statements, displays or communications on its website that indicate, state, imply or suggest that a lower price may be found at the online check out, including but not limited to: "click here for lower price," "see lower price in cart," "add to cart for lower price," "check cart for lower price," or similar language. Such website features as "Click for price," automated "bounce – back" pricing e-mails, pre-formatted e-mail responses, forms, 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 Reseller (rather than by the customer) and constitute "advertising" under this MAP Policy. This MAP Policy also applies to any activity which CRA determines, in its sole and absolute discretion, is designed or intended to circumvent the intent of this MAP Policy, such as solicitations for 'group purchases' and the like.
- 8) It shall not be a violation of this MAP Policy to advertise that the Reseller has "the lowest prices" or will match or beat its competitors' prices, or to use similar phrases; so long as the Reseller does not include any advertised price below MAP and otherwise complies with this MAP Policy.
- 9) In its discretion, CRA may permit Resellers to advertise MAP Products at prices lower than the MAP retail price. In such events, CRA reserves the right to modify or suspend the MAP retail price with respect to the affected products for a specified period of time.
- 10) In its discretion, CRA may offer a direct manufacturer's rebate to customers. In such events, it shall not be a violation of this MAP Policy to advertise the availability of the manufacturer's rebate, provided that (a) the advertisement include a MAP-compliant price, the rebate amount, and the net price after manufacturer's rebate in the same type size and style; (b) an asterisk is placed next to the net price after manufacturer's rebate; and (c) the "*After manufacturer's rebate" appears in the same area of the advertisement as the advertised product.
- 11) Where CRA products are advertised or promoted as part of a package or a bundle that includes other products, it shall be a violation of this MAP Policy to advertise the package or bundle at a price if:
 - (a) each CRA product included is not above its individual Minimum Advertised Price,
 - (b) is lower than the total Minimum Advertised Price of each CRA product combined or (c) violates the letter or spirit of the MAP Policy..
- 12) It shall be a violation of this MAP Policy to include in any advertising for CRA Products any additional discount, coupon, gift card, or incentive (whether in the form of a special event, promotion, term of doing business or otherwise) that creates a price reduction, where the cumulative effect is to reduce the advertised price of any MAP Product below MAP. Section 11 shall not apply to any manufacturer's rebate from CRA on CRA Products.
- 13) It shall not be a violation of this MAP Policy to advertise that a customer may "call for price" or "email for price," or to use similar language, specifically with respect to CRA Products, so long as no price is listed.

- 14) If a Reseller with multiple store locations violates this MAP Policy at any particular store location, then CRA may consider this to be a violation by all of the Reseller's locations.
- 15) CRA reserves the right to cancel all orders and indefinitely refuse to accept any new orders from any Resellers following CRA's verification that such Reseller has advertised any MAP Products at a retail price less than the then-current MAP retail price established by CRA, or if Reseller has violated this policy in any other way.
- 16) The MAP Policy applies only to advertised prices and does not apply to the price at which products are actually sold or offered for sale to an individual consumer. Resellers remain free to establish their own resale prices. The MAP Policy also does not apply once an item is placed in a customer's "virtual shopping cart" on an internet website. Pricing that is associated with the end customer's intent to purchase is deemed the "selling price" and falls outside the MAP Policy. Resellers remain free to sell products at any price they choose.
- 17) CRA's sales representatives are not permitted to discuss this policy or make any agreements or assurances with respect to CRA's policy regarding reseller advertising or pricing. This also includes any consumer program or promotion that affects the below-listed MAP Products.
- 18) The decision to implement and enforce this MAP Policy is solely the unilateral act of CRA. CRA is not seeking agreement from any Reseller to adhere to the MAP Policy.
- 19) The terms of this MAP Policy are confidential and may not be disclosed to any other parties.

STYLE	DESCRIPTION	CATALOG PAGE	MAP	SUGGESTED RETAIL
2160	Women's Microstripe Polo	12	\$24.00	\$30.00
2519	Women's Heathered Polo	9	\$24.00	\$30.00
2746	Women's Seaside Polo	8	\$30.40	\$38.00
2764	Women's Space Dye Tee	21	\$14.40	\$18.00
2810	Women's Color Block Wicking Polo	14	\$22.40	\$28.00
2811	Women's Classic Wicking Polo	13	\$22.40	\$28.00
2814	NEW Women's Space Dye Polo Shirt	11	\$25.20	\$28.00
2913	NEW Women's Windsor Henley	Spring Flyer	\$25.20	\$28.00
3137	Long Sleeve Wicking Shirt	26	\$20.80	\$26.00
3160	Men's Microstripe Polo	12	\$24.00	\$30.00
3519	Men's Heathered Polo	9	\$24.00	\$30.00
3746	Men's Seaside Polo	8	\$30.40	\$38.00
3764	Men's Space Dye Tee	21	\$14.40	\$18.00
3810	Men's Color Block Wicking	14	\$22.40	\$28.00
3811	Men's Classic Wicking Polo	13	\$22.40	\$28.00
3814	NEW Men's Space Dye Polo Shirt	11	\$25.20	\$28.00
3915	NEW Men's Wellesley Polo	Spring Flyer	\$25.20	\$28.00
5077	Women's Hexsport Bonded Jacket	132	\$38.40	\$48.00
5079	Women's Hexsport Bonded Pant	132	\$32.00	\$40.00
5099	Women's New Englander Rain Jacket	45	\$47.00	\$56.00
5186	Women's Fitness Jacket	24	\$44.00	\$55.00
5187	Women's Fitness Pant	24	\$33.60	\$42.00
5250	Women's Boundary Fleece Jacket	67	\$34.80	\$43.50
5312	Women's Heathered Fleece Pullover	57	\$43.20	\$54.00
5317	Women's Axis Soft Shell Jacket	81	\$47.20	\$59.00
5468	Women's Onyx Sweatshirt	40	\$29.60	\$37.00
5493	Women's Heathered Fleece Jacket	58	\$46.40	\$58.00
5494	Women's Energy Jacket	129	\$34.80	\$43.50
5496	Women's Energy Pants	129	\$32.00	\$40.00
5535	Women's Radius Quilted Vest	104	\$56.00	\$70.00
5555	Women's Cardigan Wrap	80	\$29.20	\$36.50
5591	Women's Stealth Jacket	36	\$42.80	\$53.50
5603	Women's Ridgeline Fleece Vest	64	\$28.80	\$36.00
5640	Women's Lithium Quilted Jacket	105	\$69.20	\$86.50
5653	Women's North Hampton Sweatshirt	32	\$29.60	\$37.00
5666	Women's Fusion Pullover	27	\$29.20	\$36.50
5680	Women's Watertown Jacket	48	\$63.20	\$79.00
5682	Women's Cambridge Jacket	41	\$32.00	\$40.00
5697	Women's Heron Hoodie	61	\$43.20	\$54.00
5713	Women's Dockside Jacket	83	\$45.60	\$57.00
5718	Women's Classic Soft Shell Jacket	91	\$48.80	\$61.00
5722	Women's Pacific Heath Fleece Vest	56	\$38.40	\$48.00

**TALL SIZES: Add \$2.00 LARGER SIZES: add 5% for 2XL, 10% for 3XL, 15% for 4XL, 20% for 5XL and 25% for 6XL.
NO UPCHARGES on sizes 2XL-6XL when placing orders at charlesriverapparel.com**

STYLE	DESCRIPTION	CATALOG PAGE	MAP	SUGGESTED RETAIL
5744	Women's Legend Windshirt	77	\$34.40	\$43.00
5745	Women's Riverside Pullover	76	\$44.00	\$55.00
5748	Women's Heritage Rib Knit Jacket	94	\$47.20	\$59.00
5762	Women's Journey Parka	110	\$74.00	\$92.50
5763	Women's Space Dye Pullover	23	\$26.00	\$32.50
5765	Women's Logan Jacket	101	\$56.00	\$70.00
5800	NEW Women's Pack-N-Go Poncho	51	\$30.60	\$34.00
5809	NEW Women's Chatham Anorak	86	\$35.10	\$39.00
5809P	NEW Women's Chatham Anorak - Print	87	\$38.70	\$43.00
5819	Women's Soft Shell Vest	90	\$40.80	\$51.00
5824	Women's Boston Flight Jacket	79	\$44.10	\$49.00
5825	NEW Women's Bayview Fleece Pullover	63	\$34.20	\$38.00
5826	NEW Women's Falmouth Pullover	31	\$32.40	\$36.00
5827	NEW Women's Space Dye Fitness Tank	20	\$14.40	\$16.00
5828	NEW Women's Tru Fitness Jacket	19	\$29.70	\$33.00
5829	NEW Women's Gemini Leggings	20	\$25.20	\$28.00
5857	NEW Women's Adventure Jogger	25	\$20.70	\$23.00
5864	Women's Alpine Jacket	109	\$66.00	\$82.50
5870	Women's Freeport Microfle	60	\$28.00	\$35.00
5876	NEW Women's Newport Fleece Pullover	68	\$45.90	\$51.00
5888	NEW Women's Hometown Hoodie	39	\$33.30	\$37.00
5892	NEW Women's New Englander Pullover	46	\$40.00	\$55.00
5916	Women's Ultima Soft Shell Jacket	92	\$48.80	\$61.00
5932	NEW Women's Hingham Tunic	Spring Flyer	\$48.60	\$54.00
5933	NEW Women's Barrington Jacket	Spring Flyer	\$53.10	\$59.00
5941	NEW Women's Pack-N-Go Vest	Spring Flyer	\$35.10	\$39.00
5984	Women's Olympian Jacket	130	\$40.40	\$50.50
5985	Women's Olympian Pants	130	\$30.40	\$38.00
5990	NEW Women's New Englander Printed Rain Jacket	Spring Flyer	\$59.40	\$66.00
9052	Victory Hooded Sweatshirt	124	\$31.60	\$39.50
9077	Men's Hexsport Bonded Jacket	133	\$38.40	\$48.00
9079	Men's Hexsport Bonded Pant	133	\$32.00	\$40.00
9149	Thermal Bonded Shirpa Sweatshirt	115	\$46.00	\$57.50
9150	Boundary Fleece Jacket	67	\$34.80	\$43.50
9198	New Englander Rain Pants	47	\$27.20	\$34.00
9199	Men's New Englander Rain Jacket	47	\$47.00	\$56.00
9207	Cyclone EVA Poncho	52	\$11.20	\$14.00
9239	Pivot Pant	127	\$32.00	\$40.00
9267	Pivot Jacket	127	\$48.40	\$60.50
9278	Classic Rugby Shirt	122	\$42.00	\$52.50
9312	Men's Heathered Fleece Pullover	57	\$43.20	\$54.00
9317	Men's Axis Soft Shell Jacket	81	\$47.20	\$59.00

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STYLE	DESCRIPTION	CATALOG PAGE	MAP	SUGGESTED RETAIL
9359	Adult Crosswind Qtr Zip Sweatshirt	35	\$27.20	\$34.00
9359S	NEW Adult Crosswind Qtr Zip Print Sweatshirt	Spring Flyer	\$37.80	\$42.00
9492	Stealth Qtr Zip Pullover	37	\$41.60	\$52.00
9493	Men's Heathered Fleece Jacket	58	\$46.40	\$58.00
9501	Adirondack Fleece Pullover	65	\$32.00	\$40.00
9503	Ridgeline Fleece Vest	64	\$28.80	\$36.00
9535	Men's Radius Quilted Vest	106	\$56.00	\$70.00
9540	Men's Lithium Quilted Jacket	107	\$69.20	\$86.50
9542	Tradesman Full Zip Sweatshirt	117	\$59.60	\$74.50
9551	Triumph Jacket	99	\$32.40	\$40.50
9566	Men's Fusion Pullover	27	\$29.20	\$36.50
9646	Response Work Shirt	114	\$46.00	\$57.50
9664	Men's Alpine Jacket	109	\$66.00	\$82.50
9675	Nor'easter Jacket	49	\$58.80	\$73.50
9680	Men's Watertown Jacket	48	\$63.20	\$79.00
9682	Men's Cambridge Jacket	41	\$32.00	\$40.00
9690	Men's Field Sweatshirt	123	\$33.60	\$42.00
9706	Pack-N-Go Full Zip Reflective Jacket	75	\$31.60	\$39.50
9709	Pacific Poncho	53	\$24.40	\$30.50
9713	Men's Dockside Jacket	83	\$45.60	\$57.00
9718	Men's Classic Soft Shell Jacket	91	\$48.80	\$61.00
9720	Portsmouth Jacket	98	\$35.20	\$44.00
9722	Men's Pacific Heath Fleece Vest	56	\$38.40	\$48.00
9732	Signal Hi-Vis Jacket	119	\$62.80	\$78.50
9745	Men's Riverside Pullover	76	\$44.00	\$55.00
9748	Men's Heritage Rib Knit Jacket	94	\$47.20	\$59.00
9753	Tradesman Thermal Qtr Zip Sweatshirt	116	\$56.40	\$70.50
9762	Men's Journey Parka	110	\$74.00	\$92.50
9763	Men's Space Dye Pullover	23	\$26.00	\$32.50
9783	Nor'easter Pant	49	\$46.40	\$58.00
9819	Men's Classic Soft Shell Vest	90	\$40.80	\$51.00
9824	NEW Men's Boston Flight Jacket	79	\$44.10	\$49.00
9825	NEW Men's Bayview Fleece Pullover	63	\$34.20	\$38.00
9826	NEW Men's Falmouth Pullover	31	\$32.40	\$36.00
9828	NEW Men's Tru Fitness Jacket	19	\$29.70	\$33.00
9847	NEW Harbor Hoody	33	\$30.60	\$34.00
9857	NEW Men's Hometown Jogger	25	\$20.70	\$23.00
9876	NEW Men's Newport Fleece Pullover	68	\$45.90	\$51.00
9888	NEW Men's Hometown Hoodie	39	\$33.30	\$37.00
9904	Pack-N-Go Pullover	73	\$28.40	\$35.50
9904P	NEW Pack-N-Go Pullover - Print	74	\$36.45	\$40.50
9905	Classic Solid Pullover	88	\$32.00	\$40.00

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STYLE	DESCRIPTION	CATALOG PAGE	MAP	SUGGESTED RETAIL
9908	Classic Striped Pullover	89	\$35.20	\$44.00
9916	Men's Ultima Soft Shell Jacket	92	\$48.80	\$61.00
9921	Performer Jacket	96	\$42.40	\$53.00
9922	Enterprise Jacket	97	\$44.80	\$56.00
9931	Evolux Fleece Jacket	66	\$44.00	\$55.00
9933	NEW Men's Barrington Jacket	Spring Flyer	\$53.10	\$59.00
9934	Navigator Jacket	108	\$49.60	\$62.00
9936	Pacer Pant**	96	\$27.20	\$34.00
9941	NEW Men's Pack-N-Go Vest	Spring Flyer	\$35.10	\$39.00
9944	Legend Windshirt	77	\$34.40	\$43.00
9970	Men's Freeport Microfleece Pullover	60	\$28.00	\$35.00
9971	Championship Jacket	126	\$44.00	\$55.00
9981	Canyon Jacket	118	\$63.20	\$79.00
9984	Men's Olympian Jacket	131	\$40.40	\$50.50
9985	Men's Olympian Pant**	131	\$30.40	\$38.00
9987	Hexsport Sweatshirt	125	\$38.40	\$48.00
9989	NEW Adult Coach Hoodie	Spring Flyer	\$30.60	\$34.00
1099	New Englander Doggie Rain Jacket	139	\$22.40	\$28.00
4186	Girls' Fitness Jacket	137	\$36.80	\$46.00
4187	Girls' Fitness Pant	137	\$28.80	\$36.00
4494	Girls Energy Jacket	141	\$27.60	\$34.50
4496	Girls Energy Pant	141	\$24.80	\$31.00
4984	Girls' Olympian Jacket	137	\$34.00	\$42.50
4985	Girls' Olympian Pant	137	\$28.80	\$36.00
6099	Toddler New Englander Rain Jacket	138	\$26.00	\$32.50
7099	Children's New Englander Rain Jacket	138	\$29.60	\$37.00
7921	Children's Performer Jacket	139	\$34.00	\$42.50
8099	Youth New Englander Rain Jacket	138	\$32.40	\$40.50
8367	Youth Pivot Jacket**	136	\$45.20	\$56.50
8501	Youth Adirondack Fleece Pullover	139	\$28.40	\$35.50
8502	Youth Voyager Fleece Jacket	139	\$29.20	\$36.50
8690	Youth Field Sweatshirt	141	\$28.80	\$36.00
8709	Youth Pacific Poncho	136	\$19.60	\$24.50
8720	Youth Portsmouth Jacket	139	\$30.80	\$38.50
8763	Youth Space Dye Pullover	136	\$21.20	\$26.50
8904	Youth Pack-N-Go Pullover	141	\$24.40	\$30.50
8905	Youth Classic Solid Pullover	136	\$29.20	\$36.50
8921	Youth Performer Jacket	139	\$35.60	\$44.50
8931	Youth Evolux Fleece Jacket	139	\$39.20	\$49.00
8934	Youth Navigator Jacket	136	\$40.40	\$50.50
8936	Youth Pacer Pant**	139	\$24.00	\$30.00
8971	Youth Championship Jacket	141	\$38.80	\$48.50

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STYLE	DESCRIPTION	CATALOG PAGE	MAP	SUGGESTED RETAIL
8984	Youth Olympian Jacket	136	\$34.00	\$42.50
8985	Youth Olympian Pant**	136	\$28.80	\$36.00



CHARLES RIVER
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