



2024 MAP PRICE SHEET

Prices effective January 1, 2024.

Subject to change without notice. Due to market fluctuation, customers will be charged prices in effect when merchandise is shipped.

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MINIMUM ADVERTISED PRICE (MAP) POLICY

As an industry leading manufacturer and supplier of superior quality apparel, Charles River Apparel 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. Charles River Apparel'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 Charles River Apparel strives to deliver, Charles River Apparel has unilaterally adopted a MINIMUM ADVERTISED PRICE POLICY ("MAP Policy"). Charles River Apparel has adopted this MAP Policy because Reseller advertising practices that promote Charles River Apparel products solely based on price, and not product quality, service, and other factors, could be detrimental to Resellers' service and support efforts, and also to Charles River Apparel's position as a leading apparel brand. Such actions may be harmful to Charles River Apparel's brand, reputation, and competitiveness, and could allow some Resellers to unfairly take advantage of the marketing, service, or support investment of others. Charles River Apparel believes that these practices are unfair and harmful to Charles River Apparel and its brand, and therefore strongly discourages this conduct. Charles River Apparel, 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

- Charles River Apparel 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 Charles River Apparel in its sole and absolute discretion. Charles River Apparel will not accept any communication from a Reseller subject to this policy regarding violations or future compliance with the MAP Policy.
- 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, Charles River Apparel may, unilaterally and without notice or further warning, terminate its relationship with and discontinue to sell products to the Reseller violating the MAP Policy.
- The MAP Policy will be enforced by Charles River Apparel in its sole and absolute discretion.
- Charles River Apparel recognizes that any authorized Charles River Apparel Reseller can make its own decisions to advertise and sell any Charles River Apparel product at any price it chooses without consulting or advising Charles River Apparel. Charles River Apparel similarly has the right to make its own independent decision regarding dealers, distributors, and retailers it chooses to continue to sell to.
- Charles River Apparel will maintain a "MAP Products" list of those products that fall within this MAP Policy. Charles River Apparel reserves the right to revise or modify this list at any time without notice.
- All products in Charles River Apparel'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.
- 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 emails, pre-formatted email 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 Charles River Apparel 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, Charles River Apparel may permit Resellers to advertise MAP products at prices lower than the MAP retail price. In such events, Charles River Apparel 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, Charles River Apparel 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:

- the advertisement includes a MAP-compliant price, the rebate amount, and the net price after manufacturer's rebate in the same type size and style;
- an asterisk is placed next to the net price after manufacturer's rebate;
- and the "**After manufacturer's rebate" appears in the same area of the advertisement as the advertised product.

11. Where Charles River Apparel 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:

- each Charles River Apparel product included is not above its individual Minimum Advertised Price,
- is lower than the total Minimum Advertised Price of each Charles River Apparel product combined, or
- 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 Charles River Apparel 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 Charles River Apparel on Charles River Apparel 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 Charles River Apparel 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 Charles River Apparel may consider this to be a violation by all of the Reseller's locations.

15. Charles River Apparel reserves the right to cancel all orders and indefinitely refuse to accept any new orders from any Resellers following Charles River Apparel's verification that such Reseller has advertised any MAP Products at a retail price less than the then-current MAP retail price established by Charles River Apparel, 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. Charles River Apparel's sales representatives are not permitted to discuss this policy or make any agreements or assurances with respect to Charles River Apparel'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 Charles River Apparel. Charles River Apparel 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#	STYLE NAME	MSRP	MAP
1099	New Englander® Doggie Rain Jacket	\$35.00	\$29.75
1402	Riverbank Pack-N-Go® Pullover ^{NEW}	\$38.00	\$34.20
1415	Peak Poncho ^{NEW}	\$28.00	\$25.20
1485	Hyannis Snap Shacket ^{NEW}	\$57.00	\$48.45
1497	Heathered Fleece Snap Shacket ^{NEW}	\$70.00	\$63.00
1537	Cayak Lightweight Stretch Hoodie ^{NEW}	\$32.00	\$28.80
2318	Women's Heathered Eco-Logic Stretch Polo	\$43.50	\$36.98
2330	Women's Comfort-Core Long-Sleeve Crew	\$16.00	\$13.60
2517	Women's Greenway Stretch Cotton Polo ^{NEW}	\$40.00	\$36.00
2519	Women's Heathered Polo	\$35.50	\$30.18
2764	Women's Space Dye Performance Tee	\$22.00	\$18.70
2810	Women's Color Blocked Wicking Polo	\$34.00	\$28.90
2811	Women's Classic Solid Wicking Polo	\$34.00	\$28.90
2814	Women's Space Dye Performance Polo	\$34.00	\$28.90
3318	Men's Heathered Eco-Logic Stretch Polo	\$43.50	\$36.98
3330	Men's Comfort-Core Long-Sleeve Crew	\$16.00	\$13.60
3517	Men's Greenway Stretch Cotton Polo ^{NEW}	\$40.00	\$36.00
3519	Men's Heathered Polo	\$35.50	\$30.18
3764	Men's Space Dye Performance Tee	\$22.00	\$18.70
3810	Men's Color Blocked Wicking Polo	\$34.00	\$28.90
3811	Men's Classic Solid Wicking Polo	\$34.00	\$28.90
3814	Men's Space Dye Performance Polo	\$34.00	\$28.90
3915	Men's Wellesley Polo	\$33.50	\$28.48
4099	Girls' New Englander® Rain Jacket	\$53.00	\$45.05
4186	Girls' Fitness Jacket	\$55.00	\$46.75
5002	Women's Bar Harbor Pullover	\$56.50	\$48.03
5027	Women's Quilted Boston Flight Jacket	\$64.00	\$54.40
5038	Women's Bristol Utility Vest	\$60.00	\$51.00
5057	Women's Seaport Quarter Zip	\$49.00	\$41.65
5099	Women's New Englander® Rain Jacket	\$63.00	\$53.55
5153	Women's Laconia Hooded Sweatshirt	\$41.50	\$35.28
5156	Women's Mystic Sweater Hoodie	\$60.00	\$51.00
5186	Women's Fitness Jacket	\$64.00	\$54.40
5187	Women's Fitness Pant	\$39.00	\$33.15
5188	Women's Heathered Fleece Quarter Zip Hoodie	\$62.00	\$52.70
5189	Women's Brigham Knit Jacket	\$58.50	\$49.73
5191	Women's Animal Print New Englander® Rain Jacket	\$72.00	\$61.20
5193	Women's New Englander® Rain Jacket (Metallic)	\$63.00	\$53.55
5194	Women's New Englander® Floral Printed Rain Jacket	\$52.00	\$44.20
5197	Women's New Englander® Rain Jacket With Printed Lining	\$60.00	\$51.00
5245	Women's Lithium Quilted Hooded Parka	\$94.00	\$79.90

STYLE#	STYLE NAME	MSRP	MAP
5250	Women's Boundary Fleece® Jacket	\$55.00	\$46.75
5255	Women's Clifton Distressed Joggers	\$41.00	\$34.85
5284	Women's Clifton Full Zip Sweatshirt	\$49.00	\$41.65
5296	Women's Ashby Mixed Media Vest	\$41.50	\$35.28
5301	Women's Beacon Lightweight Pullover	\$38.00	\$32.30
5312	Women's Heathered Fleece Pullover	\$64.00	\$54.40
5317	Women's Axis Soft Shell Jacket	\$69.00	\$58.65
5349	Women's Lightweight Waffle Quarter Zip Pullover	\$49.00	\$41.65
5365	Women's Lightweight Waffle Joggers	\$42.50	\$36.13
5368	Women's Franconia Quilted Pullover	\$71.00	\$60.35
5369	Women's Mystic Quarter Zip Pullover	\$58.00	\$49.30
5371	Women's Franconia Quilted Jacket	\$71.00	\$60.35
5375	Women's Franconia Quilted Vest	\$63.50	\$53.98
5377	Women's Seaport Full Zip Performance Jacket	\$46.00	\$39.10
5386	Women's Seaport Full Zip Performance Vest	\$49.00	\$41.65
5411	Women's Hudson Quarter Zip Pullover ^{NEW}	\$56.00	\$50.40
5459	Women's Crosswind Quarter Zip Sweatshirt ^{NEW}	\$41.00	\$36.90
5467	Women's Horizon Quarter Zip Pullover ^{NEW}	\$41.50	\$35.28
5468	Women's Heathered Eco-Logic Stretch Quarter Zip ^{NEW}	\$51.50	\$46.35
5476	Women's Atlantic Rain Shell Jacket ^{NEW}	\$83.50	\$75.15
5483	Women's Coastal Sweatshirt ^{NEW}	\$46.00	\$39.10
5493	Women's Heathered Fleece Jacket ^{NEW}	\$70.00	\$59.50
5507	Women's Skyline Full Zip Reflective Jacket ^{NEW}	\$48.00	\$43.20
5523	Women's Camden Spliced Crew Neck Sweatshirt ^{NEW}	\$51.50	\$46.35
5527	Women's Willow Scallop Hem Hoodie ^{NEW}	\$53.00	\$47.70
5535	Women's Radius Quilted Vest	\$79.00	\$67.15
5555	Women's Cardigan Wrap	\$46.00	\$39.10
5603	Women's Ridgeline Fleece Vest	\$44.00	\$37.40
5640	Women's Lithium Quilted Jacket	\$99.50	\$84.58
5666	Women's Fusion Pullover	\$45.00	\$38.25
5718	Women's Classic Soft Shell Jacket	\$71.00	\$60.35
5722	Women's Pacific Heathered Vest	\$59.00	\$50.15
5748	Women's Heritage Rib Knit Jacket	\$67.00	\$56.95
5762	Women's Journey Parka	\$106.00	\$90.10
5763	Women's Space Dye Performance Pullover	\$39.50	\$33.58
5765	Women's Logan Jacket	\$82.00	\$69.70
5809	Women's Chatham Anorak	\$48.00	\$40.80
5809P	Women's Chatham Anorak (Print)	\$52.00	\$44.20
5819	Women's Classic Soft Shell Vest	\$59.00	\$50.15
5824	Women's Boston Flight Jacket	\$58.50	\$49.73
5825	Women's Bayview Fleece	\$46.00	\$39.10

STYLE#	STYLE NAME	MSRP	MAP
5826	Women's Falmouth Pullover	\$44.00	\$37.40
5828	Women's Tru Fitness Jacket	\$40.00	\$34.00
5870	Women's Freeport Microfleece Pullover	\$42.00	\$35.70
5870P	Women's Freeport Microfleece Printed Pullover	\$44.00	\$37.40
5876	Women's Newport Fleece Pullover	\$41.00	\$34.85
5888	Women's Hometown Hoodie	\$46.00	\$39.10
5916	Women's Ultima Soft Shell Jacket	\$70.00	\$59.50
5932	Women's Hingham Tunic	\$63.00	\$53.55
5941	Women's Pack-N-Go® Vest	\$47.00	\$39.95
5973	Women's Jamestown Fleece Jacket	\$66.00	\$56.10
5978	Women's Newport Fleece Full Zip Jacket	\$64.00	\$54.40
5990	Women's New Englander® Printed Rain Jacket	\$68.00	\$57.80
5996	Women's New Englander® Rain Jacket with Printed Lining	\$64.00	\$54.40
5998	Women's Conway Flatback Rib Jacket	\$49.00	\$41.65
6099	Toddler New Englander® Rain Jacket	\$39.50	\$33.58
7099	Children's New Englander® Rain Jacket	\$45.50	\$38.68
7921	Children's Performer Jacket	\$47.00	\$39.95
8099	Youth New Englander® Rain Jacket	\$49.50	\$42.08
8159	Youth Crosswind Quarter Zip Sweatshirt	\$36.00	\$30.60
8191	Seaport Full Zip Hoodie	\$52.00	\$44.20
8501	Youth Adirondack Fleece Pullover	\$39.00	\$33.15
8502	Youth Voyager Fleece Jacket	\$39.00	\$33.15
8709	Youth Pacific Poncho	\$31.00	\$26.35
8720	Youth Portsmouth Jacket	\$46.00	\$39.10
8763	Youth Space Dye Performance Pullover	\$31.50	\$26.78
8904	Youth Pack-N-Go® Pullover	\$35.00	\$29.75
8905	Youth Classic Solid Pullover	\$43.00	\$36.55
8921	Youth Performer Jacket	\$51.00	\$43.35
8950	Youth Boundary Fleece® Jacket	\$38.00	\$32.30
8971	Youth Championship Jacket	\$51.00	\$43.35
9012	Color Blocked Pack-N-Go®	\$44.00	\$37.40
9016	Westerly Crew	\$44.50	\$37.83
9027	Men's Quilted Boston Flight Jacket	\$64.00	\$54.40
9028	Sherpa Crew	\$58.00	\$49.30
9031	Camden Crew Crop Sweatshirt	\$59.00	\$50.15
9057	Men's Seaport Quarter Zip	\$49.00	\$41.65
9068	Seaport Quarter Zip Hoodie	\$60.00	\$51.00
9070	Oxford Quarter Zip	\$59.00	\$50.15
9072	Lightweight Newport Hoodie	\$55.00	\$46.75
9091	Men's Seaport Full Zip Hoodie	\$54.00	\$45.90
9109	Men's Chatham Anorak	\$48.00	\$40.80

LARGER SIZES: Add \$1.00 for 2XL, \$2.00 for 3XL,
\$3.00 for 4XL, \$4.00 for 5XL, and \$5.00 for 6XL.

Pricing Effective 1/1/24
Subject to change without notice

STYLE#	STYLE NAME	MSRP	MAP
9149	Thermal Bonded Sherpa Sweatshirt	\$68.00	\$57.80
9150	Men's Boundary Fleece® Jacket	\$55.00	\$46.75
9156	Men's Mystic Sweater Hoodie	\$60.00	\$51.00
9188	Men's Heathered Fleece Quarter Zip Hoodie	\$62.00	\$52.70
9189	Men's Brigham Knit Jacket	\$58.50	\$49.73
9198	Men's New Englander® Rain Pant	\$41.00	\$34.85
9199	Men's New Englander® Rain Jacket	\$63.00	\$53.55
9230	Signal Hi-Vis Parka	\$100.00	\$85.00
9243	Quarter Zip Hi-Vis Sweatshirt	\$48.00	\$40.80
9245	Men's Lithium Quilted Hooded Jacket	\$94.00	\$79.90
9252	Clifton Distressed Boxy Sweatshirt	\$47.00	\$39.95
9264	Signal Hi-Vis Full Zip Hoodie	\$52.00	\$44.20
9278	Classic Rugby Shirt	\$66.00	\$56.10
9281	Clifton Full Zip Hoodie	\$50.00	\$42.50
9282	Merrimack Duck Jacket	\$95.00	\$80.75
9284	Men's Clifton Full Zip Sweatshirt	\$49.00	\$41.65
9296	Men's Ashby Mixed Media Vest	\$41.50	\$35.28
9303	Quantum-Tek Half Zip Pullover	\$60.00	\$51.00
9312	Men's Heathered Fleece Pullover	\$64.00	\$54.40
9317	Men's Axis Soft Shell Jacket	\$69.00	\$58.65
9349	Men's Lightweight Waffle Quarter Zip Pullover	\$49.00	\$41.65
9351	Lightweight Waffle Crew Neck Sweatshirt	\$45.00	\$38.25
9359	Crosswind Quarter Zip Sweatshirt	\$41.00	\$34.85
9368	Men's Franconia Quilted Jacket	\$71.00	\$60.35
9369	Men's Mystic Quarter Zip Pullover	\$58.00	\$49.30
9371	Men's Franconia Quilted Pullover	\$71.00	\$60.35
9375	Men's Franconia Quilted Vest	\$63.50	\$53.98
9377	Men's Seaport Full Zip Performance Jacket	\$46.00	\$39.10
9386	Men's Seaport Full Zip Performance Vest	\$49.00	\$41.65
9411	Men's Hudson Quarter Zip Pullover ^{NEW}	\$56.00	\$50.40
9467	Men's Horizon Quarter Zip Pullover ^{NEW}	\$41.50	\$35.28
9468	Men's Heathered Eco-Logic Stretch Quarter Zip ^{NEW}	\$51.50	\$46.35
9476	Men's Atlantic Rain Shell Jacket ^{NEW}	\$83.50	\$75.15
9492	Stealth Zip Pullover	\$61.00	\$51.85
9493	Men's Heathered Fleece Jacket	\$70.00	\$59.50
9501	Adirondack Fleece Pullover	\$50.00	\$42.50
9503	Men's Ridgeline Fleece Vest	\$44.00	\$37.40
9507	Men's Skyline Full Zip Reflective Jacket ^{NEW}	\$48.00	\$43.20
9535	Men's Radius Quilted Vest	\$79.00	\$67.15
9540	Men's Lithium Quilted Jacket	\$99.50	\$84.58
9542	Tradesman Full Zip Sweatshirt	\$87.50	\$74.38

STYLE#	STYLE NAME	MSRP	MAP
9551	Triumph Jacket	\$51.00	\$43.35
9566	Men's Fusion Pullover	\$45.00	\$38.25
9646	Response Work Shirt	\$69.00	\$58.65
9675	Nor'easter® Jacket	\$87.00	\$73.95
9706	Pack-N-Go® Full Zip Reflective Jacket	\$48.00	\$40.80
9709	Pacific Poncho	\$37.50	\$31.88
9718	Men's Classic Soft Shell Jacket	\$71.00	\$60.35
9720	Portsmouth Jacket	\$52.00	\$44.20
9722	Men's Pacific Heathered Vest	\$59.00	\$50.15
9732	Signal Hi-Vis Jacket	\$92.00	\$78.20
9748	Men's Heritage Rib Knit Jacket	\$67.00	\$56.95
9753	Tradesman Quarter Zip Sweatshirt	\$84.00	\$71.40
9762	Men's Journey Parka	\$106.00	\$90.10
9763	Men's Space Dye Performance Pullover	\$39.50	\$33.58
9783	Nor'easter® Pant	\$69.50	\$59.08
9819	Men's Classic Soft Shell Vest	\$59.00	\$50.15
9824	Men's Boston Flight Jacket	\$58.50	\$49.73
9825	Men's Bayview Fleece	\$46.00	\$39.10
9826	Men's Falmouth Pullover	\$44.00	\$37.40
9828	Men's Tru Fitness Jacket	\$40.00	\$34.00
9904	Pack-N-Go® Pullover	\$39.50	\$33.58
9905	Classic Solid Pullover	\$48.50	\$41.23
9908	Classic Striped Pullover	\$53.00	\$45.05
9910	Men's Conway Flatback Rib Pullover	\$49.00	\$41.65
9916	Men's Ultima Soft Shell Jacket	\$70.00	\$59.50
9921	Performer Jacket	\$61.50	\$52.28
9922	Enterprise Jacket	\$64.50	\$54.83
9930	Camden Crew Neck Sweatshirt	\$62.50	\$53.13
9934	Navigator Jacket	\$73.00	\$62.05
9936	Pacer Pant	\$40.00	\$34.00
9941	Men's Pack-N-Go® Vest	\$47.00	\$39.95
9942	Men's Bunker Windshirt	\$44.00	\$37.40
9944	Men's Legend Windshirt	\$53.00	\$45.05
9965	Men's Logan Jacket	\$82.00	\$69.70
9970	Men's Freeport Microfleece Pullover	\$42.00	\$35.70
9970P	Men's Freeport Microfleece Printed Pullover	\$44.00	\$37.40
9971	Championship Jacket	\$64.00	\$54.40
9973	Men's Jamestown Fleece Jacket	\$66.00	\$56.10
9987	Hexsport Polyknit Sweatshirt	\$59.00	\$50.15
9989	Coach Hoodie	\$41.50	\$35.28