



## Professional's Choice Internet Minimum Advertised Price (IMAP) Policy

The purpose of the Professionals Choice Internet Minimum Advertised Price Policy (IMAP) is to protect Professional's Choice and all products under the Professional's Choice as a recognized supplier of high quality equine products.

Advertising and promotion of Professional's Choice products below the respective brand's IMAP is not consistent with this goal. Advertised prices below IMAP harm consumer's perception of our products and limit Professional's Choice ability to compete in the marketplace. For these reasons, Professional's Choice has adopted and updated its policy regarding advertising of our products.

Current IMAP pricing is published in the latest respective Price List. Refer to the Professional's Choice Dealer Price List for specific product information and pricing. Non-compliance to IMAP by any dealer may result in the following action(s) by Professional's Choice:

- Termination of all dealers' orders
- Cease shipments to that dealer until such time  
Professional's Choice is assured of IMAP compliance
- Refusal of any future orders
- Loss of Account Status

"Advertising" as used in this policy refers to online electronic media. "Advertising" does not include in-store advertising, flyers, posters, coupons, mailers, inserts, newspapers, magazines or mail order catalogs. Advertising is inconsistent with this policy if it can reasonably be read to imply that the price of any Professional's Choice product is below the IMAP of that product as shown in the most current Price List. For example, advertising such as "20% off all products", or "Buy one, get one free" or "Call for price", are inconsistent with this policy when referring to Professional's Choice products. Under Professional's Choice IMAP policy, if a dealer advertises a promotion providing for a discount from all products in online electronic media where Professional's Choice products are sold, Professional's Choice products must be excluded from the advertisement.

This policy applies to selected styles, (refer to Price List) and any new version of regular stock styles. The policy does not apply to discontinued products. Discontinued products will not be subject to IMAP policy but must be identified as "discontinued" in any advertising medium as defined above.

This policy does not affect the prices that dealers may charge for Professional's Choice products. Retailers are free to sell at any price they choose, but should be aware that the consequence of advertising Professional's Choice products in violation of this policy may result in the loss of Professional's Choice account status.

This policy may not be construed as a contract or agreement with any dealer. Professional's Choice reserves the right to modify this policy or terminate this policy at any time. This policy is "non-negotiable", meaning Professional's Choice will not discuss any conditions or alterations to the policy with any dealer. Compliance is an individual business decision of each dealer. The policy will be enforced by Professional's Choice. No Professional's Choice employee or sales representative is authorized to discuss, modify, interpret or grant exceptions to this policy with any dealer. Professional's Choice reserves that right to update, modify or terminate IMAP policy at its discretion at any time.

All questions about the policy and any perceived violations of said policy should be in writing and directed to [info@profchoice.com](mailto:info@profchoice.com) with copy of violation attached for verification of violation.

### Professional's Choice

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