



Minimum Advertised Pricing (MAP)

Policy/Agreement 2023-2024

This policy is made to protect the integrity of the THE SNOWPLOW "THE ORIGINAL SNOW PUSHER" product line and our network of retailers. JM Enterprises, Inc MAP applies to, but is not limited to advertising in catalogs, direct mail, websites (all and any), in-store displays and any and all forms of advertising media, including the internet and any other electronic medium available (No reseller has permission to sell JM Enterprises, Inc items on ANY online marketplace without Jeff Mussman, Owner's written authorization).

Your minimum advertised price must be equal to or greater than JM Enterprises, Inc's Manufacturer Minimum Advertised Price (MAP) on every product. Any discounting that results in a net advertised price of JM Enterprises, Inc through rebates, coupons, percentage discounts or any other manner will be considered noncompliant to the MAP policy.

In the event that JM Enterprises, Inc receives information that a party is advertising a JM Enterprises, Inc product below MAP, JM Enterprises, Inc will contact the party in noncompliance. Once JM Enterprises, Inc has contacted the party, the pricing must be corrected within two business days. If the advertised pricing has not been corrected in two business days, JM Enterprises, Inc will cease to supply the party and/or its distributor.

This agreement is valid September 1, 2023 – March 1, 2024 season by and between JM Enterprises, Inc and all retailers, resellers and distributors.

ITEM 50524: 24" THE SNOWPLOW "THE ORIGINAL SNOW PUSHER" MSRP: \$49.99 MAP: \$44.95

ITEM 50530: 30" THE SNOWPLOW "THE ORIGINAL SNOW PUSHER" MSRP: \$59.99 MAP: \$54.95

ITEM 50536: 36" THE SNOWPLOW "THE ORIGINAL SNOW PUSHER" MSRP: \$69.99 MAP: \$64.95

ITEM 50548: 48" THE SNOWPLOW "THE ORIGINAL SNOW PUSHER" MSRP: \$79.99 MAP \$74.95

ITEMS 50590 AND OR 50588: THE SNOW DOMINATOR SCOOP SHOVEL MSRP: \$42.99 MAP: \$29.95

JEFF MUSSMAN

A handwritten signature in black ink, appearing to read 'Jeff Mussman', is written over the printed name.

OWNER

THESNOWPLOW.COM
