

Umap Faq

- **Q: Are all forms of advertising covered by the UMAP Policy?**

A: No. This policy applies to the Internet ONLY

- **Q: Are all SKU's/products covered by the MAP?**

A: No. Only the SKU's listed on the MAP site

- **Q: What if my printed weekly circular advertises an SKU price below MAP?**

A: The MAP Policy is strictly for the Internet

- **Q: How often are the UMAP SKU's updated on the site?**

A: The site is updated monthly on the First Monday after the 15th of the month

- **Q: Can I advertise a price higher than your MAP?**

A: Yes

- **Q: What types of advertising does the Policy prohibit?**

A: Prohibited advertising includes but is not limited to: Buy One Get One at Any Discounted Value, Price Matching, Buy One Receive a Free Gift (even from an outside vendor), 20% off Entire Site, Coupon Eligible, Buy More Save More, Pricing is Too Low to be Displayed.

- **Q: Will a banner ad at the top of my website advertising a discount or promotion violate this Policy?**

A: Yes, unless the MAP Products are clearly excluded from the banner ad.

- **Q: What types of advertising are permitted?**

A: "We have the lowest prices"; "Will meet or beat any competitors price"; "Call for Price"

- **Q: What if we mistakenly list an SKU below UMAP on the Internet?**

A: The Policy does not permit us to determine whether an advertisement was a "mistake" or not. Accordingly, the Policy will apply according to its clear terms.

- **Q: What if I have been cited for more than one SKU violation of UMAP Policy?**

A: The Policy will apply according to its clear terms for each SKU.

- **Q: What if we repeatedly violate the UMAP Policy?**

A: A frequent violator of the UMAP Policy risks losing the privilege of selling our products over the Internet and potentially being terminated as an account

- **Q: What if we promise not to do it again?**

A: Unfortunately, we cannot accept such promises nor do we ask you to promise to comply. Reinstatement is a decision made unilaterally by Dexter.

- **Q: Does this policy apply to the actual sale price of the products?**

A: No. Every retailer is free to establish any sale price that they choose. This policy applies to the price at which the MAP products are advertised on the internet, including all advertised discounts and rebates. The policy does not apply to the actual sales price reflected on any “check out page” of the website.

- **Q: Who can I discuss this policy with?**

A: If you would like to make a comment about the MAP Policy you may email mapadministrator@hhbrown.com

- **Q: What if I find someone else is advertising on the Internet with prices below MAP?**

A: We do not ask for, nor will we accept, complaints from a retailer about another retailer’s advertised prices on the internet.

- **Q: Can my salesperson explain this to me?**

A: No employee of Dexter is permitted to have any discussions at all regarding our MAP Policy. If you need additional information, you may email mapadministrator@hhbrown.com