TO: Valued Retailer Partners

FROM: The Pencil Grip, Inc. 21200 Superior Street Suite A, Chatsworth, CA 91311

RE: **Announcement of Minimum Advertised Price Policy (MAPP)**

The Pencil Grip, Inc. is dedicated to providing resources to parents, teachers and therapists that set the standard for excellence in education. Since our namesake product was invented in 1992, we have grown to offer hundreds of unique and innovative products for the home, school and office. With a scientific approach, we continue to create tools designed to stimulate the mind, foster creativity, and are the best available.

We recognize that our retailers invest significant time and resources to deliver an extraordinary customer experience. To support your efforts, effective **February 15, 2022**, we will be implementing a Minimum Advertised Price Policy (“MAP Policy”) with the intent of promoting superior customer service consistent with our brand image and to insure customer satisfaction and goodwill.

We strongly believe this MAP Policy is vital to support The Pencil Grip, Inc. as a provider of innovative premium products and promote our retailers’ efforts to provide pre and post-sale services. This will in turn help to drive brand awareness and customer loyalty.

Please read this announcement of our MAP Policy as it provides an overview of The Pencil Grip, Inc’s philosophy on minimum advertised prices. While this is our unilateral policy, and is not an agreement with you, please understand that if you choose not to abide by our MAP Policy, The Pencil Grip, Inc. may take various actions and reserves the right, at its sole discretion, to issue an “Account Hold,” “Indefinite Account Suspension,” or other penalty.

**The MAP Price**

Effective February 15, 2022, products manufactured by The Pencil Grip, Inc. may not be advertised by our retailers at less than 80% of the Manufacturer Suggested Retail Price.

**Questions**

All questions or requests for information regarding our MAP Policy should be directed to:

Asher Provda

Email: [asher@thepencilgrip.com](mailto:asher@thepencilgrip.com)

Phone: 631-665-5064

Only Asher Provda is authorized by The Pencil Grip, Inc. to answer questions regarding the MAP Policy, to comment on the MAP Policy or to discuss potential violations. No other The Pencil Grip, Inc. employee may comment upon or to take any action under the MAP Policy.

Thank you for your continued support of The Pencil Grip, Inc. We look forward to a positive and profitable ongoing relationship!