



Minimum Advertised Price Policy (MAPP)

SmartNoggin is an innovator of developmental tools/toys for infants. We strive to provide innovative products and important developmental information to parents to begin their child’s learning journey at birth. We also strive to provide valuable products and information to our resellers, allowing them to serve as a resource to their customers. Our quality retailers invest time and resources to provide an exceptional customer experience through a knowledgeable sales team, and unique and attractive facilities and displays.

We have concluded that certain types of advertising can affect our goodwill and damage our reputation. While we do not intend to interfere with the business practices of our resellers, to protect the brand reputation of SmartNoggin and the investment of our high-quality resellers, we have unilaterally adopted this Minimum Advertised Price Policy (“MAPP”). Reseller advertising that promotes our products primarily on the basis of price could be detrimental to our reputation and allow some resellers to take advantage of the investment made by others.

Therefore, our MAPP provides as follows:

- SmartNoggin reserves the right, in its unilateral discretion, not to do business with any reseller that intentionally advertises any product covered by this MAPP below its MAPP price.
- The price for any SmartNoggin product covered by this MAPP cannot be advertised below its MAPP price in any medium, including without limitation, print, website, internet, social media, email newsletters or solicitations, radio, television or any other form of media.
- The MAPP applies to the advertised price before shipping, handling, or any additional charges are added to the product.
- It is a violation of this policy to include in any advertising for our products any discount, incentive, gift card, coupon, code or other practice that translates into an immediate price reduction where the advertised price is below the MAPP price for that product.
- Bundling or other practices that reduce the advertised price of a covered product below its MAPP Price also violate this policy.

Products covered by this MAPP include:

- **NogginStik Developmental Light-up Rattle** (MAPP price: \$23.99)
- **NogginRings Reaching & Grasping Rings** (MAPP price: \$17.99)
- **Baby’s First Book of 44 Sounds** (MAPP price: \$24.99)

Permissible Websites:

Online sales are limited to your store website. It is permissible to list our products on the Amazon marketplace identifying your store as the seller; no Amazon FBA or Prime Badge listings are permitted without prior approval. Product listings on all other sites, including walmart.com & jet.com, are not permitted with prior approval.

We believe this policy will strengthen our brand, competitiveness, and benefit all resellers. If you have any questions about this policy or whether planned advertising complies with this policy, please let us know.

Thank you for your business!
SmartNoggin Toys
One Corporate Drive
Grantsville, MD 21536

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