



MAP Policy for Fontanini® – Effective January 1, 2018 (rev. May 2024)

The Roman Minimum Advertised Price (MAP) policy has been established in order to protect the investment our retail partners have made and the reputation of the Fontanini brand. Roman encourages retailers to sell Fontanini in their store, as well as on the internet, as long as the retailer respects the MAP policy. Roman is confident that this policy will strengthen the reputation of Fontanini brand and will benefit all retailers.

Roman requires that retailers advertise their Fontanini product at or above the established MAP for each item. The established MAP standard shall be double Roman's current wholesale price, minus \$0.01. Roman's wholesale price can be found in the most recently published Fontanini catalog and online at *retailers.roman.com*. All products displayed or listed will have the appropriate MAP, and listing a price other than the MAP for that respective item will be viewed as a violation of this policy.

Fontanini products need to be excluded from any coupon(s) being offered by a retailer. Free/discounted shipping are not impacted by the MAP policy, and may be offered to your consumers at your discretion. "Bundled" Fontanini product must be sold for the sum of the MAP items included in the bundle. Non-Fontanini product cannot be discounted and bundled with Fontanini product as that violated the spirit of the MAP policy. Exclusively made product for a specific customer must also follow MAP for that item.

Failure to comply with Roman's MAP policy for Fontanini will result in the following actions:

- First violation: A warning is issued. Customers will be given until the next day to bring pricing back to MAP. Orders for Fontanini product from Roman will be held until the violations are corrected.
- Second violation: Shipments of Fontanini product from Roman will be suspended for the remainder of the calendar year.
- Reinstatement: Shipping Fontanini product to two-time MAP violators will be at the discretion of Roman, and will occur no sooner than January 1 of the following calendar year.

Accounts selling Fontanini via the Internet will be asked to provide the name and address of any online storefronts where they plan on offering Fontanini. Through the purchase of Fontanini, you are authorized to utilize Roman's trademarks, images and marketing materials in your stores and your store's internet site.

This policy does not authorize you to utilize these materials on third-party internet sites/marketplaces as that does not allow Roman to properly manage this MAP policy and the integrity of the Fontanini brand. Some third-party internet sites are not authorized to offer the Fontanini brand. **You must receive written approval in advance from Roman Management to offer Fontanini on third-party internet sites.**

By purchasing Fontanini product, you are acknowledging the information in this MAP policy and agreeing to its adherence.