

# Grandma Mae's COUNTRY NATURALS<sup>®</sup>

ALL NATURAL PET FOOD WITH VITAMINS AND MINERALS ADDED

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## Brand Integrity Policies May 2016

### Eligibility to Sell

Retailers are not eligible to sell our products if they are national chains, or if their strategies are to open stores near independent retailers in order to undercut them on price.

The only websites we will allow to sell our product are those owned by brick-and-mortar stores. We do not sell Amazon, Chewy, Wag or Petflow.com, despite their having asked us to do so, or other large websites, which thus far has obviated the need to be concerned with auto-ship discounts.

### Pricing

We publish minimum advertised pricing and suggested retails that provide a fair margin to retailers. We have established a minimum Internet pricing level for online sales that is higher than suggested retail prices in the parts of the country we currently sell in, and equal to the suggested retails on the West Coast.

### Enforcement

On eligibility, a staff member is tasked with monitoring the Internet and contacting websites to tell them to stop showing our brand. In some cases company President (Barry Berman) contacted websites himself. Distributors are required to adhere to our "do not sell" advisories. On MAP, if violations are reported to us, we will inform the retailer that on repeated violations we will de-authorize them as dealers of our brand.

### Success Stories

Over the past three years, approximately ten websites have stopped showing our brand online at our request. This requires continual policing as websites keep popping up and it may take some time for them to remove images and prices, even when they are not authorized to purchase product.

### Contact

If you have any questions or concerns, please contact Barry Berman at [barry@nexpet.com](mailto:barry@nexpet.com) or 888-653-8021.