



Every Animal. Every Day.

**PET-AG, INC.
UNITED STATES MINIMUM ADVERTISED PRICE POLICY**

**MAP HOLIDAY SCHEDULE 2021
SELECT FRESH 'N CLEAN® PROFESSIONAL PRODUCTS
2/1/2021**

From time to time, Pet-Ag may announce MAP holidays or promotions that are applicable to all Authorized Resellers, during which periods a reseller that advertises a Covered Product in accordance with the terms of the authorized promotion will not be deemed to have violated Pet-Ag’s Minimum Advertised Price Policy. Pet-Ag will notify all resellers of any such authorized promotions, generally not fewer than thirty (30) days in advance. Participation in Pet-Ag MAP holidays is optional and at the reseller’s discretion.

Fresh 'n Clean® Professional Grooming Products & Cologne Sprays

During the promotion periods detailed below, Pet-Ag is pleased to announce that we are suspending enforcement of our Minimum Advertised Price (MAP) policy across every channel on select Fresh 'n Clean Professional products. This MAP holiday offer is open to all existing Pet-Ag Authorized Retailers, Distributors and/or Resellers.

Authorized resellers will be expected to monitor their advertised prices with the understanding that the Pet-Ag MAP policy enforcement will be back in effect when the promotional period ends.

MAP Holiday Dates and Length:

May 1-31, 2021	31 Days
June 1-30, 2021	30 Days
September 1-30, 2021	30 Days
October 1-31, 2021	31 Days
Nov. 7 – Dec. 11, 2021	35 Days

The 2021 MAP Holiday dates apply only to the following Fresh 'n Clean Professional products:

Professional Grooming Gallons:

- 21371 Fresh 'n Clean® Oatmeal 'n Baking Soda Shampoo, Tropical Scent, Concentrated
- 21400 Fresh 'n Clean® Snowy-Coat® Whitening Shampoo 15:1 Concentrate, Vanilla Scent
- 21566 Fresh 'n Clean® Scented Shampoo, Classic Fresh Scent
- 21567 Fresh 'n Clean® Creme Rinse, Fresh Clean Scent, Concentrated
- 22560 Fresh 'n Clean® Oatmeal 'n Baking Soda Shampoo 15:1 Concentrate, Tropical Breeze Scent
- 22562 Fresh 'n Clean® Oatmeal 'n Baking Soda Conditioner 15:1 Concentrate, Tropical Breeze Scent
- 22564 Fresh 'n Clean® Hypoallergenic Pet Shampoo 15:1 Concentrate
- 22565 Fresh 'n Clean® Hypoallergenic Pet Conditioner 15:1 Concentrate
- 22566 Fresh 'n Clean® Scented Shampoo 15:1 Concentrate, Crisp Linen
- 22587 Fresh 'n Clean® Creme Rinse 15:1 Concentrate, Classic Fresh Scent
- 22600 Fresh 'n Clean® Moisturizing Shampoo 15:1 Concentrate, Classic Fresh Scent
- 22601 Fresh 'n Clean® Conditioner 15:1 Concentrate, Classic Fresh Scent

Professional Cologne Sprays, 12 oz. Size Only:

- 21569 Fresh 'n Clean® Cologne Spray, Tropical Scent, 12 oz.
- 21571 Fresh 'n Clean® Cologne Spray, Classic Fresh Scent, 12 oz.
- 21573 Fresh 'n Clean® Cologne Spray, Baby Powder Scent, 12 oz.

Questions? Please contact Pet-Ag Brand Support at brandsupport@petag.com