



Every Animal. Every Day.

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

MAP HOLIDAY SCHEDULE 2022
SELECT FRESH 'N CLEAN® PROFESSIONAL & RETAIL PRODUCTS

Effective 10/4/2022

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 & Select Retail Grooming Products

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 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:

Feb. 17-March 18, 2022 30 Days
May 1-31, 2022 31 Days
Aug. 23-Sept. 25, 2022 34 Days
Nov. 18 – Dec. 25, 2022 38 Days

The 2022 MAP Holiday dates apply only to the following Fresh 'n Clean products:

Professional Grooming Gallons:

- 21400 Fresh 'n Clean® Snowy-Coat® Whitening Shampoo 15:1 Concentrate, Vanilla Scent
- 21566 Fresh 'n Clean® Scented Shampoo, RTU, Classic Fresh Scent
- 21567 Fresh 'n Clean® Creme Rinse, Fresh Clean Scent, 7:1 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.

Select Retail Grooming Products:

- 22467 Fresh 'n Clean® Macho Man Masculine Dog Shampoo, 18 oz.
- 22466 Fresh 'n Clean® Hypoallergenic Pet Shampoo, 18 oz.
- 22464 Fresh 'n Clean® Sport Dog Odor-Control Shampoo, 18 oz.
- 22465 Fresh 'n Clean® Hypoallergenic Waterless Pet Shampoo, 9 oz.
- 98205 Fresh 'n Clean® Pet Wipes, 100 ct.
- 98206 Fresh 'n Clean® Wee Wipes for Kittens and Puppies, 64 ct.

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