



Every Animal. Every Day.

**PETAG, INC.
UNITED STATES MINIMUM ADVERTISED PRICE POLICY**

**MAP HOLIDAY ANNOUNCEMENT – HOLIDAY SEASON
November 22nd to December 6th, 2024
FULL PET-AG, INC. PRODUCT CATALOG**

From time to time, PetAg 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 PetAg’s Minimum Advertised Price Policy. Participation in PetAg MAP holidays is optional and at the reseller’s discretion.

Applies to the full PetAg Product Catalog:

During the promotion periods detailed below, PetAg will suspend enforcement of our Minimum Advertised Price (MAP) policy across every channel on the full product catalog up to 20% off maximum. This MAP holiday offer is open to all existing PetAg Authorized Retailers, Distributors and/or Resellers. Authorized resellers will be expected to monitor their advertised prices with the understanding that the PetAg MAP policy enforcement will be back in effect when the promotional period ends.

MAP Holiday Dates and Length:

November 22nd to December 6th, 2024
2 Week Duration

Maximum Discount:

Up to 20% off MAP Price

Questions? Please contact PetAg Brand Control at brandcontrol@petag.com