



Effective July 1, 2017, Live-Right, LLC, the makers of Baby Banana branded products, unilaterally institutes the following Minimum Advertised Price (MAP) Policy. This policy applies to the advertisement of all Live-Right, LLC products advertised or offered for sale in the United States of America.

Minimum Advertised Price

1. Baby Banana Products will not be advertised at a price lower than 85% of Manufactures Suggested Retail Price (MSRP). MSRP for each product is available at baby-banana.com.
2. This MAP policy applies to all Live-Right, LLC products advertised in any and all formats or media including but not limited to television, radio, catalogs, flyers, mailers, magazines, newspapers, inserts, coupons, website, web banner, posters, or other publicly available traditional or electronic media.
3. This policy does not apply to promotions or advertisement within your bricks and mortar store that will not be distributed outside of your store.
4. MAP only applies to advertisements or offers for sale to individual consumers. MAP does not apply to offers made to wholesalers or distributors.
5. MAP pertains only to advertised prices and does not make any limitation or restriction of the actual price at which Baby Banana products are sold.
6. Any Baby Banana Product listed with a price below MAP on any search engine is a violation of this MAP policy. Resellers are responsible for search engine listings, even if the listing price is different than store price.
7. MAP is applicable to the aggregate price of any Baby Banana products bundled or grouped as multi-packs with other Baby Banana Products. Bundles or multi-packs will not be advertised at a price less than 85% of the aggregate MSRP of all products included in the bundle.
8. If Baby Banana products are bundled with other non-Baby Banana products, MAP will not apply if the MSRP of the Baby Banana products do not exceed 50% of the value of the entire bundle.
9. If Baby Banana products are bundled with other non-Baby Banana products, MAP will apply if the MSRP of the Baby Banana products exceeds 50% of the value of the entire bundle.

Baby Banana by Live-Right, LLC

2296 N Yellowstone Hwy Ste 301, Idaho Falls, ID 83401 855-533-2392



Advertised price for MAP calculations will be determined by deducting the current market price of the non-Baby Banana products from the bundle advertised.

10. Buy One Get One (BOGO) offers violate the map policy if the total price of the offer is less than the cumulative MSRP of the products included in the offer.
11. Percent-off coupons that do not list a specific dollar amount are not a violation of this MAP policy.
12. Price matching policies are acceptable, but cannot mention a nominal price below MAP.
13. Language such as “lowest price” or “best price” does not violate this MAP policy unless a nominal price below MAP is included.
14. Offers for free or reduced shipping do not violate the MAP policy.
15. Baby Banana products may be given away for free without violating the MAP agreement, provided that the consumer does not have to make another purchase to receive the free item.
16. MAP does not make any limitation on maximum advertised price.
17. At Live-Right, LLC’s sole discretion, short term sales advertising product below MAP may be authorized. These special promotions will not exceed 2 weeks and must be approved in writing by Live-Right, LLC.
18. Advertisement of Baby Banana product on auction sites cannot list a suggested price or “buy it now” price lower than MAP.
19. Initial violations of this MAP policy will result in a formal notice of infraction from Live-Right, LLC. Correction of the infraction must be completed within 7 days of notice.
20. Failure to correct an initial infraction with 7 days of notice, or subsequent infractions of the MAP policy may result in losing your ability to purchase Baby Banana Product from Live-Right, LLC or other Live-Right, LLC distributors on a temporary or permanent basis.
21. Live-Right, LLC reserves the right to alter this MAP policy at any time.
22. Questions about this MAP policy can be directed to support@baby-banana.com.

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