

MOTTAHEDEH
MINIMUM ADVERTISING PRICE POLICY

Introduction

Mottahedeh & Company (the “Company”), independently and as distributor for additional brands, including but not limited to Robert Haviland and C. Parlon, has unilaterally adopted this Minimum Advertising Price Policy (the “Policy”) that covers all Product(s) identified in the attached schedule (the “MAP Products”). This policy sets forth the Company’s own views as to the appropriate marketing of the MAP products. This Policy only applies to resellers located in the United States.

The Company has built a reputation as a producer of high quality fine products, and that reputation is our most valuable asset. The Company’s prime objective is to maintain and enhance that reputation through adherence to the highest quality standards and encouraging enhanced reseller services and marketing efforts. This Advertising Price Policy states our intent to preserve the brand image and value of the MAP Products to consumers, and to encourage enhanced reseller services and marketing efforts. We believe that this Policy is important for the continued success, value, and collectability of the MAP Products, and that this Policy is in the long-term interest of the Company, our retailers and consumers.

This Policy is straightforward and everything you need to know is in this statement. Periodically, we may send you revisions to or clarifications of the Policy. It is the Company’s corporate policy not to discuss this Policy or its applications with any of our resellers or their employees. Do not advise the Company about resellers that are violating this Policy. The Company will make those determinations on its’ own.

Advertising Price Policy

The Company has carefully and thoughtfully established its minimum advertised prices for the MAP Products. THE COMPANY DOES NOT SEEK AND WILL NOT ACCEPT ANY RESELLER AGREEMENT WITH REGARD TO RETAIL PRICES OR COMPLIANCE WITH THIS POLICY. ALL RESELLERS ARE FREE TO ESTABLISH PRICES AT WHATEVER LEVEL THEY CHOOSE. HOWEVER, THE COMPANY RESERVES THE UNILATERAL RIGHT IN ITS SOLE AND ABSOLUTE DISCRETION TO SUSPEND SHIPMENTS OF MAP PRODUCTS TO AND/OR OTHERWISE DISCONTINUE DOING BUSINESS WITH ANY RESELLER THAT CHOOSES NOT TO COMPLY WITH THIS POLICY.

This Policy applies to all forms of advertising, including, but not limited to, (a) print ads (inserts, magazines, catalogs, newspapers, or flyers); (b) broadcast (radio and television); (c) direct mailers (including email); (d) faxes; (e) internet (banner ads, broadcast emails, destination pages, or third-party sites) sponsored, placed or funded by reseller; (f) billboards; (g) in-store displays, banners, or price markings; (h) quotes or contracts; and (i) telemarketing.

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Minimum Advertising Price Policy, *Continued*

“Below minimum advertised prices” includes offering a price promotion or discount of any sort related or applied to the MAP Products. This includes by way of example, storewide sales, store coupons, rebates, gift with purchase, purchase with purchase, discounts to special groups (for example, collector’ clubs, senior citizens) and use of any MAP Product(s) as a premium or as a qualifier for discounts on other or future purchases of MAP Product(s) or any other discounts.

A reseller may not “package” any MAP Product with any non-MAP or non-Company product. A reseller may not use any words such as “discount,” “cheap,” “wholesale,” or any phrases such as “never undersold,” “cheapest prices,” “lowest prices,” “beat any prices,” “we match best prices,” or “blow out price” in conjunction with the advertising and sale of any MAP Product. “Call for Price” or “Click for Price” or “Add to Cart for Price” or “E-mail for price” or similar verbiage is not allowed when advertising the MAP Products. Any MAP Product advertised on a reseller’s website must list the respected price (MAP price or higher) within the body of the ad.

However, it will not be a violation of the Policy to participate in any promotional initiatives sponsored by the Company or to provide discounts to store employees who purchase MAP Product(s) for personal use or for gifts. In addition, free shipping is not a violation of this Policy unless there is a dollar value referenced that nets MAP Product(s) below its minimum advertised price.