

**STORK CRAFT MANUFACTURING INC. AND
STORK CRAFT MANUFACTURING (USA) INC.**

UNILATERAL MINIMUM ADVERTISED PRICING POLICY

Effective as of December 21, 2017

1. Introduction

Stork Craft Manufacturing Inc. and Stork Craft Manufacturing (USA) Inc. (together, “Stork Craft”) recognize that their success is tied to the success of their network of select authorized resellers in the United States. Stork Craft gives its resellers the ability to promote and sell in retail stores and through the Internet Stork Craft-branded products and products sold under Stork Craft’s affiliated and licensed brands, including Status, Graco, and Thomasville. Stork Craft has spent an extensive amount of time and money building brands of strong recognition and high perceived value. By consistently reducing advertised prices, a reseller can have a dramatic effect of diminishing or detracting from the perceived value of the Stork Craft brands and products, to the detriment of Stork Craft, its affiliates and partners, and resellers. Accordingly, effective as of December 21, 2017, all resellers of Stork Craft-branded products, as well as products sold by Stork Craft under its affiliated and licensed brands, in the United States must adhere to the following Minimum Advertised Pricing Policy (the “MAP Policy”).

Stork Craft has prepared and is implementing the MAP Policy unilaterally and on the basis of its independent decision making. Stork Craft will not invite, consider, or accept any input regarding how the policy is implemented, administered, maintained, or enforced. The MAP Policy is not an agreement, and Stork Craft does not ask for or accept any assurance of compliance or other agreement from any reseller. The MAP Policy is intended to help promote the Stork Craft brand and Stork Craft’s affiliated and licensed brands, and to give all resellers a fair ability to sell and promote the Stork Craft products. Stork Craft, in its sole discretion, reserves the right to modify or suspend the MAP Policy at any time.

2. General Guidelines Under The MAP Policy

The products covered by the MAP Policy (the “MAP Products”) and the minimum advertising prices for each of the MAP Products (the “MAP Prices”) are set forth in **Appendix A**. Stork Craft may, in its sole discretion, modify Appendix A periodically. Such changes will apply equally to all resellers, and Stork Craft will endeavor to provide advance notice of any changes when made from time to time. Further, to ensure prompt notice to resellers, Stork Craft will publish the MAP Policy and Appendix A, as well as any modifications thereto, at <https://storkcraftdirect.com/resources/faqs/#map-policy>

Stork Craft recognizes that resellers are free to make their own decisions to advertise and sell the MAP Products at any price they choose, without consulting, advising, or seeking approval from Stork Craft. Similarly, Stork Craft will exercise its right to make its own decisions regarding the any authorized advertising program, supplemental marketing

materials (if any), point-of-purchase displays, product allocation, new product availability, or future promotional, joint marketing, or sponsorship programs.

The MAP Policy applies to advertised prices only. The MAP Policy does not, and is not intended to, apply to the price at which MAP Products are actually sold or offered for sale to an individual in-store, over the telephone, or on the Internet.

3. MAP Policy Advertising Guidelines

The MAP Policy applies to all advertisements of MAP Products in any and all media, including but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio, public signage, Internet sites, social media sites, text messages, apps, or any other electronic media. The MAP Policy does not apply to solely on-premises or in-store advertising that is not distributed to customers. Website features such as “click for price,” automated “bounce-back” pricing e-mails, pre-formatted email responses, and other similar features are considered to be communications initiated by the resellers (rather than by the customer) and thereby constitute “advertising” under the MAP Policy. The MAP Policy also applies to any activity that Stork Craft determines, in its sole discretion, is designed or intended to circumvent the intent of the MAP Policy.

It is not a violation of the MAP Policy to advertise that a customer may “call for price” or “email for price,” or to use similar language, specifically with respect to MAP Products, so long as no price is advertised in violation of the MAP Policy. It is not a violation of the MAP Policy to advertise, in general terms, that the reseller has “the lowest prices” or will match or beat its competitors’ prices, or to use similar phrases; so long as the reseller does not include any advertised price for any MAP Product in violation of the MAP Prices, and the reseller otherwise complies with the MAP Policy.

From time to time, Stork Craft may permit, in its sole discretion, resellers to advertise MAP Products at prices lower than the MAP Prices. In such events, Stork Craft reserves the right to modify or suspend the MAP Prices with respect to the affected MAP Products for a specified period of time by providing advance notice to all resellers of such changes.

Stork Craft may offer a direct manufacturer’s rebate to customers. In such events, it is not a violation of the MAP Policy to advertise the availability of the manufacturer's rebate, provided that:

- i. the advertisement includes an advertised price that is compliant with the MAP Policy, the rebate amount, and the net price after manufacturer's rebate in the same type size and style;
- ii. an asterisk is placed next to the net price after manufacturer's rebate; and
- iii. “*after manufacturer's rebate” appears in the same area of the advertisement as the advertised product.

4. Enforcement Of The MAP Policy

Stork Craft hereby adopts the following guidelines for enforcing violations of the MAP Policy:

- i. the first violation of the MAP Policy will result in a warning to the reseller;
- ii. the second violation of the MAP Policy will result in restrictions on that reseller' ability to sell the product at issue, including cancelling any pending orders and limiting future orders of that product; and
- iii. the third violation of the MAP Policy will result in the suspension of that reseller's ability to sell all Stork Craft branded, affiliated, and licensed products.

Stork Craft will take enforcement action when it reasonably believes that a reseller has violated the provisions of the MAP Policy or intends to violate the MAP Policy. If a reseller with multiple store locations violates the MAP Policy at any one store location, or on any associated website, then Stork Craft will consider this to be a violation by the reseller. Stork Craft may modify these enforcement guidelines in its sole discretion and without prior notice.

Stork Craft will designate specific personnel to administer the MAP Policy (the "MAP Policy Administrator"). The MAP Policy Administrator is solely responsible for determining whether a violation of the MAP Policy has occurred, as well as determining the appropriate remedy for any such violation. Waivers to the MAP Policy may be granted in Stork Craft's sole discretion only by the MAP Policy Administrator in writing. No sales representative or employee of Stork Craft, other than the MAP Policy Administrator, has any authority to discuss, modify, or grant exceptions to the MAP policy. In the event that the MAP Policy Administrator authorizes a waiver to the MAP Policy, resellers must strictly adhere to the terms of the waiver letter. Deviation from the terms of a waiver letter is a violation of the MAP Policy. Stork Craft may change the identity of the MAP Policy Administrator in its sole discretion and without prior notice.

Stork Craft monitors the advertised prices of dealers through third-party providers. Resellers are expected to provide reasonable cooperation in any Stork Craft investigation regarding possible MAP Policy violations. Hindering, obstructing, delaying, or otherwise failing to cooperate with a MAP Policy investigation is a violation of the MAP Policy.

The MAP Policy will be enforced by Stork Craft in its sole discretion and without notice. Dealers, distributors, and resellers have no right to enforce the MAP Policy. Violations of the MAP Policy may result in any of the aforementioned sanctions up to and including termination of the business relationship.

All questions related to the MAP Policy should be directed to the MAP Policy Administrator at blam@storkcraft.com.

APPENDIX A

Stork Craft Manufacturing Inc. & Stork Craft Manufacturing (USA) Inc. Minimum Advertised Price (MAP) Policy						
MAP Model	MAP UPC	MAP Product Description	MAP Price	MSRP	Effective Date	
06710-400	00056927095865	GRACO PREMIUM FOAM CRIB AND TODDLER MATTRESS	\$ 49.99	\$ 59.99	December 21, 2017	
04526-511	00056927096411	GRACO SOLANO CONV CRIB W/ BONUS MATTRESS-WHITE	\$ 179.99	\$ 199.99	February 16, 2018	
04526-519	00056927096428	GRACO SOLANO CONV CRIB W/ BONUS MATTRESS-ESPRESSO	\$ 179.99	\$ 199.99	February 16, 2018	
04526-51F	00056927096435	GRACO SOLANO CONV CRIB W/ MATTRESS-PEBBLE GRAY	\$ 179.99	\$ 199.99	February 16, 2018	
04530-211	00056927093632	GRACO BENTON CONVERTIBLE CRIB-WHITE	\$ 139.99	\$ 149.99	February 16, 2018	
04530-216	00891050002942	GRACO BENTON CONVERTIBLE CRIB-WHITEWASH	\$ 139.99	\$ 149.99	February 16, 2018	
04530-217	00891050002959	GRACO BENTON CONVERTIBLE CRIB-DRIFTWOOD	\$ 139.99	\$ 149.99	February 16, 2018	
04530-219	00056927093618	GRACO BENTON CONVERTIBLE CRIB-ESPRESSO	\$ 139.99	\$ 149.99	February 16, 2018	
04530-21F	00056927095452	GRACO BENTON CONVERTIBLE CRIB-PEBBLE GRAY	\$ 139.99	\$ 149.99	February 16, 2018	
04540-531	00056927093670	GRACO CHARLESTON CONVERTIBLE CRIB-WHITE	\$ 199.99	\$ 229.99	February 16, 2018	
04540-534	00056927093656	GRACO CHARLESTON CONVERTIBLE CRIB-CHERRY	\$ 199.99	\$ 229.99	February 16, 2018	
04540-539	00056927094332	GRACO CHARLESTON CONVERTIBLE CRIB-ESPRESSO	\$ 199.99	\$ 229.99	February 16, 2018	
04540-53B	00056927100675	GRACO CHARLESTON CONVERTIBLE CRIB-BLACK	\$ 199.99	\$ 229.99	February 16, 2018	
04540-53F	00056927094349	GRACO CHARLESTON CONVERTIBLE CRIB-PEBBLE GRAY	\$ 199.99	\$ 229.99	February 16, 2018	
04610-601	00056927101566	STORKCRAFT BECKETT CRIB - WHITE	\$ 199.99	\$ 229.99	February 16, 2018	
04610-60F	00056927101580	STORKCRAFT BECKETT CRIB - PEBBLE GRAY	\$ 199.99	\$ 229.99	February 16, 2018	
01910-10B	00081877502958	STORKCRAFT MINI-SPEEDSTER ACTIVITY WALKER - BLACK	\$ 59.99	\$ 69.99	February 23, 2018	
01910-10M	00081877502965	STORKCRAFT MINI-SPEEDSTER ACTIVITY WALKER - BLUE	\$ 59.99	\$ 69.99	February 23, 2018	
01910-10P	00056927098774	STORKCRAFT MINI-SPEEDSTER ACTIVITY WALKER - PINK	\$ 59.99	\$ 69.99	February 23, 2018	
01910-10R	00056927098767	STORKCRAFT MINI-SPEEDSTER ACTIVITY WALKER - RED	\$ 59.99	\$ 69.99	February 23, 2018	
04520-031	00056927087907	STORKCRAFT HILLCREST FIXED SIDE CONVERTIBLE CRIB-WHITE	\$ 149.99	\$ 159.99	April 2, 2018	
04520-039	00056927087921	STORKCRAFT HILLCREST FIXED SIDE CONVERTIBLE CRIB-ESPRESSO	\$ 149.99	\$ 159.99	April 2, 2018	
04520-03G	00056927089932	STORKCRAFT HILLCREST FIXED SIDE CONVERTIBLE CRIB-GRAY	\$ 149.99	\$ 159.99	April 2, 2018	
04540-511	00056927094097	GRACO HARBOR LIGHTS 4 IN 1 CONVERTIBLE CRIB - WHITE	\$ 179.99	\$ 219.99	April 2, 2018	
04540-517	00056927099276	GRACO HARBOR LIGHTS 4 IN 1 CONVERTIBLE CRIB - DRIFTWOOD	\$ 179.99	\$ 219.99	April 2, 2018	
04540-519	00056927099269	GRACO HARBOR LIGHTS 4 IN 1 CONVERTIBLE CRIB - ESPRESSO	\$ 179.99	\$ 219.99	April 2, 2018	
04540-51F	00056927095070	GRACO HARBOR LIGHTS 4 IN 1 CONVERTIBLE CRIB - PEBBLE GRAY	\$ 179.99	\$ 219.99	April 2, 2018	
04530-361	00056927093885	GRACO LAUREN CONVERTIBLE CRIB - WHITE	\$ 179.99	\$ 199.99	April 2, 2018	
04530-364	00056927093908	GRACO LAUREN CONVERTIBLE CRIB - CHERRY	\$ 179.99	\$ 199.99	April 2, 2018	
04530-366	00056927100651	GRACO LAUREN CONVERTIBLE CRIB - WHITEWASH	\$ 179.99	\$ 199.99	April 2, 2018	
04530-367	00891050002911	GRACO LAUREN CONVERTIBLE CRIB - DRIFTWOOD	\$ 179.99	\$ 199.99	April 2, 2018	
04530-369	00056927093823	GRACO LAUREN CONVERTIBLE CRIB - ESPRESSO	\$ 179.99	\$ 199.99	April 2, 2018	
04530-36B	00056927096237	GRACO LAUREN CONVERTIBLE CRIB - BLACK	\$ 179.99	\$ 199.99	April 2, 2018	
04530-36F	00056927095131	GRACO LAUREN CONVERTIBLE CRIB - PEBBLE GRAY	\$ 179.99	\$ 199.99	April 2, 2018	
04587-601	00081877502279	GRACO SOLANO 4 IN 1 CONVERTIBLE CRIB AND CHANGER W/ DRAWER - WHITE	\$ 229.99	\$ 259.99	April 2, 2018	
04587-607	00081877502286	GRACO SOLANO 4 IN 1 CONVERTIBLE CRIB AND CHANGER W/ DRAWER - DRIFTWOOD	\$ 229.99	\$ 259.99	April 2, 2018	
04587-609	00081877502293	GRACO SOLANO 4 IN 1 CONVERTIBLE CRIB AND CHANGER W/ DRAWER - ESPRESSO	\$ 229.99	\$ 259.99	April 2, 2018	
04587-60F	00081877502309	GRACO SOLANO 4 IN 1 CONVERTIBLE CRIB AND CHANGER W/ DRAWER - PEBBLE GRAY	\$ 229.99	\$ 259.99	April 2, 2018	
04586-471	00056927086726	STORKCRAFT PORTOFINO CRIB & CHANGER COMBO - WHITE	\$ 299.99	\$ 399.99	April 2, 2018	
04586-474	00056927085811	STORKCRAFT PORTOFINO CRIB & CHANGER COMBO - CHERRY	\$ 299.99	\$ 399.99	April 2, 2018	
04586-479	00056927084623	STORKCRAFT PORTOFINO CRIB & CHANGER COMBO - ESPRESSO	\$ 299.99	\$ 399.99	April 2, 2018	
04520-811	00056927100736	STORKCRAFT STEVESTON CRIB - WHITE	\$ 149.99	\$ 169.99	April 2, 2018	
04520-819	00056927100750	STORKCRAFT STEVESTON CRIB - ESPRESSO	\$ 149.99	\$ 169.99	April 2, 2018	
04520-711	00056927100682	STORKCRAFT DAVENPORT CRIB W/ DRAWER - WHITE	\$ 199.99	\$ 219.99	April 2, 2018	
04520-719	00056927100705	STORKCRAFT DAVENPORT CRIB W/ DRAWER - ESPRESSO	\$ 199.99	\$ 219.99	April 2, 2018	
04587-151	00056927087129	STORKCRAFT PRINCESS FIXED SIDE CONVERTIBLE CRIB - WHITE	\$ 279.99	\$ 299.99	April 2, 2018	
04587-150	00081877503085	STORKCRAFT PRINCESS FIXED SIDE CONVERTIBLE CRIB - PRIMROSE PINK	\$ 279.99	\$ 299.99	April 2, 2018	
10001-100	00081877502071	STORKCRAFT FULL-SIZE CRIB CONVERSION KIT - METAL BED FRAME - BLACK	\$ 99.99	\$ 119.99	April 2, 2018	
10001-200	00081877502088	GRACO FULL-SIZE CRIB CONVERSION KIT - METAL BED FRAME	\$ 99.99	\$ 119.99	April 2, 2018	
03663-10B	00056927100842	STORKCRAFT BROOKSIDE 3 DRAWER CHEST - BLACK	\$ 119.99	\$ 139.99	May 7, 2018	
03663-104	00056927100828	STORKCRAFT BROOKSIDE 3 DRAWER CHEST - CHERRY	\$ 119.99	\$ 139.99	May 7, 2018	
03663-109	00056927100835	STORKCRAFT BROOKSIDE 3 DRAWER CHEST - ESPRESSO	\$ 119.99	\$ 139.99	May 7, 2018	
03663-10G	00056927100859	STORKCRAFT BROOKSIDE 3 DRAWER CHEST - GRAY	\$ 119.99	\$ 139.99	May 7, 2018	
03663-101	00056927100811	STORKCRAFT BROOKSIDE 3 DRAWER CHEST - WHITE	\$ 119.99	\$ 139.99	May 7, 2018	
03663-11B	00081877502408	STORKCRAFT BROOKSIDE 3 DRAWER COMBO DRESSER - BLACK	\$ 169.99	\$ 179.99	May 7, 2018	
03663-114	00081877502385	STORKCRAFT BROOKSIDE 3 DRAWER COMBO DRESSER - CHERRY	\$ 169.99	\$ 179.99	May 7, 2018	
03663-119	00081877502392	STORKCRAFT BROOKSIDE 3 DRAWER COMBO DRESSER - ESPRESSO	\$ 169.99	\$ 179.99	May 7, 2018	
03663-11G	00081877502415	STORKCRAFT BROOKSIDE 3 DRAWER COMBO DRESSER - GRAY	\$ 169.99	\$ 179.99	May 7, 2018	
03663-111	00081877502378	STORKCRAFT BROOKSIDE 3 DRAWER COMBO DRESSER - WHITE	\$ 169.99	\$ 179.99	May 7, 2018	
03664-10B	00056927100996	STORKCRAFT BROOKSIDE 4 DRAWER CHEST - BLACK	\$ 149.99	\$ 159.99	May 7, 2018	
03664-104	00056927100972	STORKCRAFT BROOKSIDE 4 DRAWER CHEST - CHERRY	\$ 149.99	\$ 159.99	May 7, 2018	
03664-109	00056927100989	STORKCRAFT BROOKSIDE 4 DRAWER CHEST - ESPRESSO	\$ 149.99	\$ 159.99	May 7, 2018	
03664-10G	00056927101009	STORKCRAFT BROOKSIDE 4 DRAWER CHEST - GRAY	\$ 149.99	\$ 159.99	May 7, 2018	
03664-101	00056927100965	STORKCRAFT BROOKSIDE 4 DRAWER CHEST - WHITE	\$ 149.99	\$ 159.99	May 7, 2018	
03666-10B	00056927101146	STORKCRAFT BROOKSIDE 6 DRAWER CHEST - BLACK	\$ 199.99	\$ 219.99	May 7, 2018	
03666-104	00056927101122	STORKCRAFT BROOKSIDE 6 DRAWER CHEST - CHERRY	\$ 199.99	\$ 219.99	May 7, 2018	
03666-109	00056927101139	STORKCRAFT BROOKSIDE 6 DRAWER CHEST - ESPRESSO	\$ 199.99	\$ 219.99	May 7, 2018	
03666-10G	00056927101153	STORKCRAFT BROOKSIDE 6 DRAWER CHEST - GRAY	\$ 199.99	\$ 219.99	May 7, 2018	
03666-101	00056927101115	STORKCRAFT BROOKSIDE 6 DRAWER CHEST - WHITE	\$ 199.99	\$ 219.99	May 7, 2018	
03663-30B	00056927100941	STORKCRAFT CRESCENT 3 DRAWER CHEST - BLACK	\$ 119.99	\$ 139.99	May 7, 2018	
03663-304	00056927100927	STORKCRAFT CRESCENT 3 DRAWER CHEST - CHERRY	\$ 119.99	\$ 139.99	May 7, 2018	
03663-309	00056927100934	STORKCRAFT CRESCENT 3 DRAWER CHEST - ESPRESSO	\$ 119.99	\$ 139.99	May 7, 2018	
03663-30G	00056927100958	STORKCRAFT CRESCENT 3 DRAWER CHEST - GRAY	\$ 119.99	\$ 139.99	May 7, 2018	
03663-301	00056927100910	STORKCRAFT CRESCENT 3 DRAWER CHEST - WHITE	\$ 119.99	\$ 139.99	May 7, 2018	
03663-31B	00081877502354	STORKCRAFT CRESCENT 3 DRAWER COMBO DRESSER - BLACK	\$ 169.99	\$ 179.99	May 7, 2018	
03663-314	00081877502330	STORKCRAFT CRESCENT 3 DRAWER COMBO DRESSER - CHERRY	\$ 169.99	\$ 179.99	May 7, 2018	
03663-319	00081877502347	STORKCRAFT CRESCENT 3 DRAWER COMBO DRESSER - ESPRESSO	\$ 169.99	\$ 179.99	May 7, 2018	
03663-31G	00081877502361	STORKCRAFT CRESCENT 3 DRAWER COMBO DRESSER - GRAY	\$ 169.99	\$ 179.99	May 7, 2018	
03663-311	00081877502323	STORKCRAFT CRESCENT 3 DRAWER COMBO DRESSER - WHITE	\$ 169.99	\$ 179.99	May 7, 2018	

MAP Model	MAP UPC	MAP Product Description	MAP Price	MSRP	Effective Date
03664-30B	00056927101092	STORKCRAFT CRESCENT 4 DRAWER CHEST - BLACK	\$ 149.99	\$ 159.99	May 7, 2018
03664-30A	00056927101078	STORKCRAFT CRESCENT 4 DRAWER CHEST - CHERRY	\$ 149.99	\$ 159.99	May 7, 2018
03664-309	00056927101085	STORKCRAFT CRESCENT 4 DRAWER CHEST - ESPRESSO	\$ 149.99	\$ 159.99	May 7, 2018
03664-30G	00056927101108	STORKCRAFT CRESCENT 4 DRAWER CHEST - GRAY	\$ 149.99	\$ 159.99	May 7, 2018
03664-301	00056927101061	STORKCRAFT CRESCENT 4 DRAWER CHEST - WHITE	\$ 149.99	\$ 159.99	May 7, 2018
03666-30B	00056927101245	STORKCRAFT CRESCENT 6 DRAWER CHEST - BLACK	\$ 199.99	\$ 219.99	May 7, 2018
03666-30A	00056927101221	STORKCRAFT CRESCENT 6 DRAWER CHEST - CHERRY	\$ 199.99	\$ 219.99	May 7, 2018
03666-309	00056927101238	STORKCRAFT CRESCENT 6 DRAWER CHEST - ESPRESSO	\$ 199.99	\$ 219.99	May 7, 2018
03666-30G	00056927101252	STORKCRAFT CRESCENT 6 DRAWER CHEST - GRAY	\$ 199.99	\$ 219.99	May 7, 2018
03666-301	00056927101214	STORKCRAFT CRESCENT 6 DRAWER CHEST - WHITE	\$ 199.99	\$ 219.99	May 7, 2018
01910-10B	00081877502958	STORKCRAFT MINI-SPEEDSTER ACTIVITY WALKER - BLACK	\$ 69.99	\$ 79.99	May 7, 2018
01910-10M	00081877502965	STORKCRAFT MINI-SPEEDSTER ACTIVITY WALKER - BLUE	\$ 69.99	\$ 79.99	May 7, 2018
01910-10P	00056927098774	STORKCRAFT MINI-SPEEDSTER ACTIVITY WALKER - PINK	\$ 69.99	\$ 79.99	May 7, 2018
01910-10R	00056927098767	STORKCRAFT MINI-SPEEDSTER ACTIVITY WALKER - RED	\$ 69.99	\$ 79.99	May 7, 2018