

120-Day Minimum Advertised Pricing (MAP) Policy – EFFECTIVE MAY 1, 2026

Why We Have This Policy Riley Blake Designs® (RBD) has spent nearly two decades building a highly valued and recognized brand. We want our resellers to successfully sell and promote our products both in physical stores and online. This policy is designed to:

- Establish a level playing field for all U.S. and Canada resellers.
 - Prevent cut-rate advertising that eliminates legitimate retail competition.
 - Maintain the perceived value of RBD brands and products.
 - Encourage consumers to shop based on customer experience and loyalty rather than just the lowest price.
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What Products This Applies To

- This policy applies to all RBD branded products sold in the U.S. and Canada.
 - **Exception:** Liberty Fabrics™ are entirely exempt from this MAP policy.
 - **120-Day Rule:** You may not advertise any covered product below the MAP for the first 120 days after its “Release Date”.
 - The “Release Date” is the first day of the month listed on the item’s webpage on rileyblakedesigns.com. **See Exhibit A.**
 - After 120 days have passed since the release date, you are free to advertise the product at any price.
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How to Find MSRP and Calculate MAP We have simplified the MAP program to make it easy to follow. You can find the Manufacturer's Suggested Retail Price (MSRP) for any item directly on its individual product listing on rileyblakedesigns.com. **See Exhibit A.**

Here is how pricing is calculated:

- **MSRP** = Base Price (the wholesale price before any discounts) multiplied by 2.
- **MAP** = 80% of the MSRP.

Example Calculation:

- **Item Base Price:** \$6.00/yard
- **Find MSRP:** $\$6.00 \times 2 = \$12.00/\text{yard MSRP}$
- **Calculate MAP:** $\$12.00 \times 80\% = \$9.60/\text{yard MAP}$

Policy Exceptions:

- **Flat Fold Bundles and other certain precut bundles** should use the regular MSRP of each item in the bundle to determine MAP, not the reduced price paid for the bundle. **See Exhibit B for the most current list of items.**

Where This Policy Applies (Advertising Rules) This policy applies to all public advertisements in any media, including print and the Internet.

- **Covered Media:** This includes websites, social media posts, search engine ads, emails, flyers, catalogs, and television/radio broadcasts.
- **Promotions:** Any coupons, rebates, or promotions that bring the advertised price below the MAP violate this policy.
- **Website Features:** Automated pricing emails, "click for lower price" buttons, or displaying a below-MAP price in a shopping cart (if visible to the public or search engines) are strictly prohibited.
- **Strike-Throughs:** Unless displayed inside a physical brick-and-mortar store, you cannot use strike-throughs or alter the MAP publicly.

What is Permitted:

- You can sell products to an individual customer at any price you choose; this policy only applies to the publicly *advertised* price.
- You can advertise that you have the "lowest price" or will "match any competitor".
- You can offer private, customized price quotes directly to a customer if they ask, provided it is personal communication and not automated.
- In-store displays and physical price tags are permitted as long as they are not distributed to customers or cross-promoted online.
- You can advertise any price that is higher than the MAP.

Enforcement and Violations RBD monitors advertised prices directly and through third-party tools. Resellers must cooperate with any pricing investigations. Failing to cooperate is considered a violation.

Intentional or repeated MAP violations will result in unilateral penalties, which may include:

- Suspension of your product shipments without notice.
- Suspension of your discounts or incentives.
- Complete termination of your business relationship with RBD.

Policy Exceptions Any exceptions to this MAP policy (such as negotiated contracts or special promotions) must be granted by RBD in writing. The specific discount and time frame will be explicitly stated in that written approval. Without written approval, this MAP policy stands.

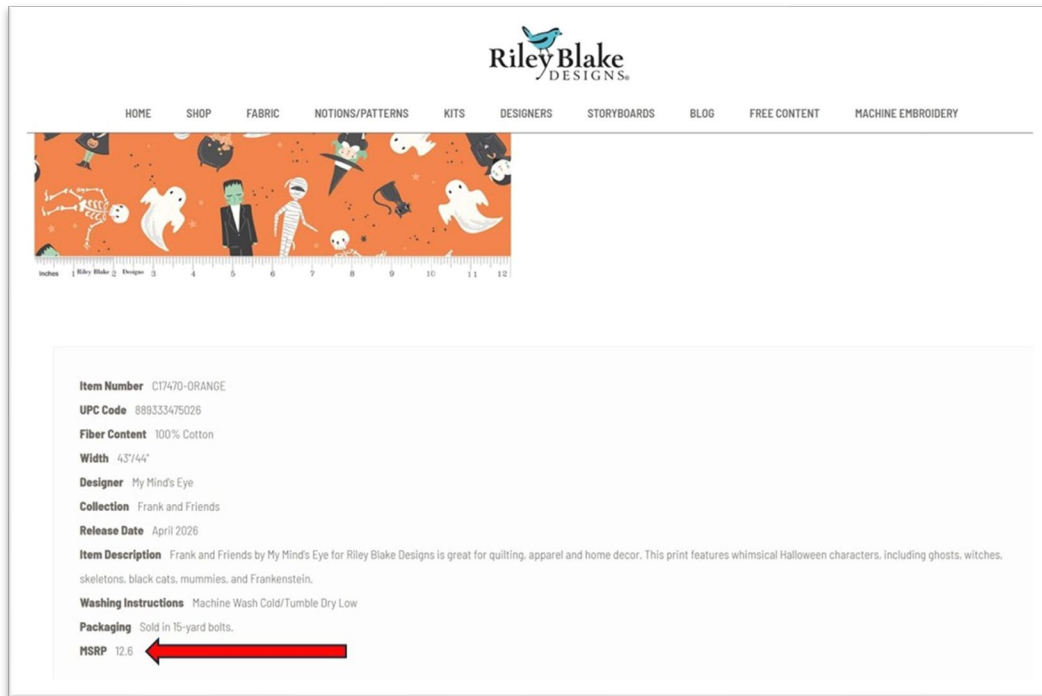
If you have questions about this policy, need to report a violation, or want to request an exception, please email the Riley Blake Designs MAP Policy Administrator at MAPpolicyadmin@rileyblakedesigns.com.

Riley Blake Designs reserves the right to modify or suspend this MAP Policy or adjust the MAP for any product at any time. Such changes will apply equally to all resellers.

This policy supersedes any previous MAP Policy information and the full policy including any updates is available on rileyblakedesigns.com

Exhibit A

Where to find **MSRP** on rileyblakedesigns.com



Where to find **Release Date** on rileyblakedesigns.com

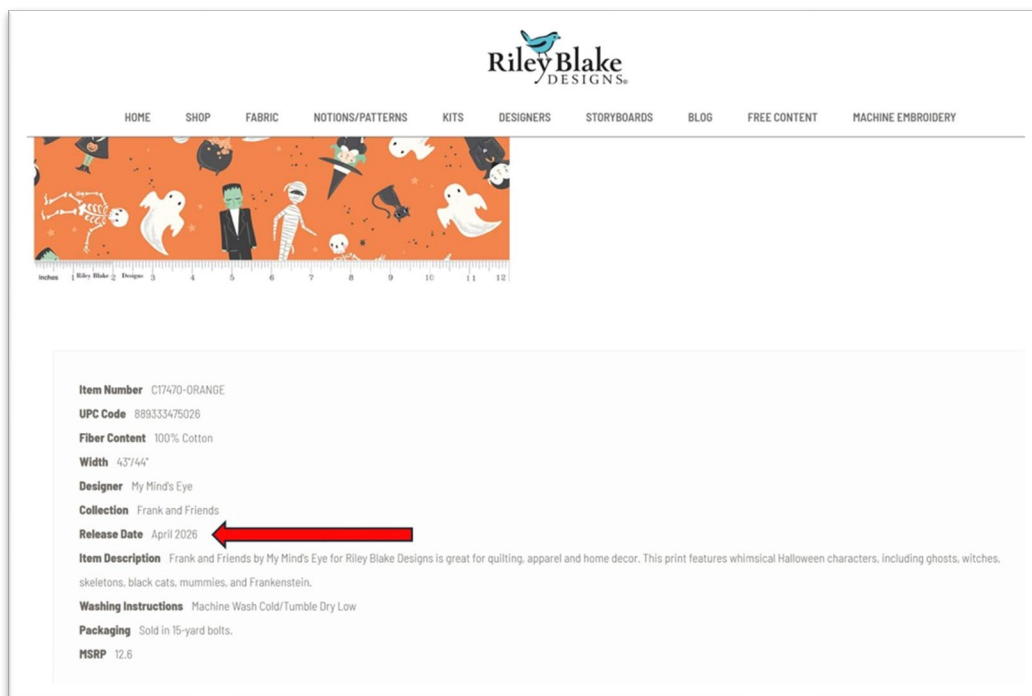




Exhibit B

Certain bundles or packaged precut pieces of fabrics purchased below Base Price **are still subject to the same 120-day MAP Policy as the regular item.**

Flat-Fold Bundles

Prepackaged 3-yard Wide Backs

Prepackaged 1-yard or 2-yard Double Lush Velvet

If you are unsure about a product, please email MAPpolicyadmin@rileyblakedesigns.com