

## **R&R Games MAP and Advertising Program**

R&R Games, Inc. ("R&R") develops and sells a wide range of boards games, card games and electronic games.

This Program for R&R Resellers sets forth the Company's Minimum Advertised Price ("MAP") and advertising policies for R&R products. For purposes of this Program, Resellers include all distributor/wholesaler customers that resell R&R products to consumers. The Program may be changed at any time without notice by the Company.

All Resellers are responsible for maintaining compliance with the Program. If you have not already, you need to create an online R&R account, via our website, [www.rnrgames.com](http://www.rnrgames.com), and log-in to access the most current Program details by clicking on "Your Account" OR, you need to sign this MAP agreement.

### **1.0 Advertising Policies**

1.1 Resellers may not advertise R&R products for more than 20% off the standard retail price listed on the R&R website ("Retail Price"). Advertising includes, but is not limited to, print and broadcast media advertising such as catalogues, newspaper, radio and television, online pay-per-click advertising, online auction and shopping sites, and your own Web sites, newsletters, direct mail and e-mail. Special unadvertised, limited-time, in-store discounts are permitted; however, this exception does not apply to online business.

1.2 Resellers must feature genuine R&R products by (i) maintaining up-to-date materials about the products and (ii) for catalogue and online Resellers, displaying a telephone number which customers can call to obtain product information.

### **2.0 Use of R&R Content**

2.1 Many Resellers use R&R product descriptions and product images, including content from R&R's website content (collectively, "Content"), in their catalogues, newsletters and mailings, websites and blogs to help promote the sale of the products, and in general, the Company encourages this practice because it provides well-presented, accurate information about the products.

2.2 R&R Content is protected by copyright. Use of R&R Content is permitted only if Resellers adhere to the MAP and use genuine R&R Content. The Company reserves the right to withhold or withdraw its consent for any Reseller's use of R&R Content at any time, and upon such notice the Reseller will promptly cease and desist the unauthorized use of the Content.

2.3 The following are requirements for all approved use of Content: The Content must be reproduced verbatim and identify R&R.

### **3.0 Advertising Products**

3.1 Ad copy must not misrepresent the brand or products and must not be misleading (e.g., ads may not try to impersonate R&R).

3.2 Online, Pay-Per-Click ("PPC") ads for R&R branded terms may never appear above R&R ads. R&R ads should always appear above your online ads. Branded terms are all trademarks.

3.3 Resellers must comply with all applicable governmental laws, regulations and orders.

R&R strongly believes in this Program and has made it a condition of advertising our products. R&R reserves the right to revoke any Reseller's authorization to sell R&R brand products. Failure to comply with the MAP and Advertising Program may result in price restructuring, termination of sale and shipment of products to you for the duration of the non-compliance, and possible termination of your contract with the Company.

---

Signature

---

Print Name

---

Reseller Company