



Minimum Advertised Price (MAP) Policy

As an industry leading manufacturer and supplier of superior quality apparel, Charles River Apparel (“CRA”) strives to provide outstanding customer service and an excellent customer experience through a superb network of decorators, promotional product distributors, team dealers, college bookstores, and resort and retail stores.

CRA’s outstanding dealers, distributors, and retailers (collectively "Resellers") make substantial commitments of time and investments of resources to deliver exemplary service through well trained and knowledgeable staff, detailed and informative product displays and other sales collateral. To support its Resellers' efforts and to assure the high level of customer service CRA strives to deliver, CRA has unilaterally adopted a MINIMUM ADVERTISED PRICE POLICY (“MAP Policy”). CRA has adopted this MAP Policy because Reseller advertising practices that promote CRA products solely on the basis of price, and not product quality, service, and other factors, could be detrimental to Resellers' service and support efforts, and also CRA's position as a leading apparel brand. Such actions may be harmful to CRA's brand, reputation, and competitiveness, and could allow some Resellers to unfairly take advantage of the marketing, service, or support investment of others. CRA believes that these practices are unfair and harmful to CRA, and its brand, and therefore strongly discourages this conduct.

CRA, in its unilateral discretion, will not do business with any Reseller, as to the products covered by this MAP Policy, if that Reseller intentionally advertises any MAP Product below its MAP price.

Policy Guidelines

1. CRA reserves the right, in its unilateral discretion, to take action, including terminations of its relationship, with respect to any Reseller that violates this MAP Policy. Violations of this policy shall be determined by CRA in its sole and absolute discretion. CRA will not accept any communication from a Reseller subject to this policy regarding violations or future compliance with the MAP Policy.

1. First infraction for failure to follow the MAP Policy will result in a warning and a fourteen (14) day opportunity to correct advertised pricing. Thereafter, if a Reseller fails to correct the advertising or to comply with the MAP Policy, a second infraction occurs, CRA may, unilaterally and without notice or further warning, terminate its relationship with and discontinue to sell products to the Reseller violating the MAP Policy.

2. The MAP Policy will be enforced by CRA in its sole and absolute discretion.

3. CRA recognizes that any authorized CRA Reseller can make its own decisions to advertise and sell any CRA product at any price it chooses without consulting or advising CRA. CRA similarly has the right to make its own independent decision regarding dealers, distributors, and retailers it chooses to continue to sell to.



4. CRA will maintain a “MAP Products” list of those products that fall within this MAP Policy. CRA reserves the right to revise or modify this list at any time without notice.

5. All Products in CRA’s current line and or active catalog will have a MAP retail price. Listing a price lower than the MAP retail price next to current line and or active catalog product in any advertising will be viewed as a violation of this MAP Policy. This MAP Policy applies to all advertisement of MAP Products in any and all media, including, without limitation, coupons, flyers, posters, inserts, mailers, magazines, newspapers, catalogs, mail order catalogs, internet or similar electronic media including websites, blogs, forums, email newsletters, email solicitations, Twitter, Facebook, Etsy, Pinterest or similar social media sites, television, radio, and public signage.

6. Resellers may not make any statements, displays or communications on its website that indicate, state, imply or suggest that a lower price may be found at the online check out, including but not limited to: “click here for lower price,” “see lower price in cart,” “add to cart for lower price,” “check cart for lower price,” or similar language. Such website features as “Click for price,” automated “bounce – back” pricing e-mails, pre-formatted e-mail responses, forms, automatic price display for any items prior to being placed in a customer’s shopping cart, and other similar features are considered to be communications initiated by the Reseller (rather than by the customer) and constitute “advertising” under this MAP Policy. This MAP Policy also applies to any activity which CRA determines, in its sole and absolute discretion, is designed or intended to circumvent the intent of this MAP Policy, such as solicitations for ‘group purchases’ and the like.

7. It shall not be a violation of this MAP Policy to advertise 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 below MAP and otherwise complies with this MAP Policy.

8. In its discretion, CRA may permit Resellers to advertise MAP Products at prices lower than the MAP retail price. In such events, CRA reserves the right to modify or suspend the MAP retail price with respect to the affected products for a specified period of time.

9. In its discretion, CRA may offer a direct manufacturer’s rebate to customers. In such events, it shall not be a violation of this MAP Policy to advertise the availability of the manufacturer’s rebate, provided that (a) the advertisement include a MAP-compliant price, the rebate amount, and the net price after manufacturer’s rebate in the same type size and style; (b) an asterisk is placed next to the net price after manufacturer’s rebate; and (c) the “*After manufacturer’s rebate” appears in the same area of the advertisement as the advertised product.

10. Where CRA products are advertised or promoted as part of a package or a bundle that includes other products, it shall be a violation of this MAP Policy to advertise the package or bundle at a price if: (a) each CRA product included is not above its individual Minimum Advertised Price, (b) is lower than the total Minimum Advertised Price of each CRA product combined or (c) violates the letter or spirit of the MAP Policy..

11. It shall be a violation of this MAP Policy to include in any advertising for CRA Products any additional discount, coupon, gift card, or incentive (whether in the form of a special event,



promotion, term of doing business or otherwise) that creates a price reduction, where the cumulative effect is to reduce the advertised price of any MAP Product below MAP. Section 11 shall not apply to any manufacturer's rebate from CRA on CRA Products.

12. It shall not be a violation of this MAP Policy to advertise that a customer may "call for price" or "email for price," or to use similar language, specifically with respect to CRA Products, so long as no price is listed.

13. If a Reseller with multiple store locations violates this MAP Policy at any particular store location, then CRA may consider this to be a violation by all of the Reseller's locations.

14. CRA reserves the right to cancel all orders and indefinitely refuse to accept any new orders from any Resellers following CRA's verification that such Reseller has advertised any MAP Products at a retail price less than the then-current MAP retail price established by CRA, or if Reseller has violated this policy in any other way.

15. The MAP Policy applies only to advertised prices and does not apply to the price at which products are actually sold or offered for sale to an individual consumer. Resellers remain free to establish their own resale prices. The MAP Policy also does not apply once an item is placed in a customer's "virtual shopping cart" on an internet website. Pricing that is associated with the end customer's intent to purchase is deemed the "selling price" and falls outside the MAP Policy. Resellers remain free to sell products at any price they choose.

16. CRA's sales representatives are not permitted to discuss this policy or make any agreements or assurances with respect to CRA's policy regarding reseller advertising or pricing. This also includes any consumer program or promotion that affects the below-listed MAP Products.

17. The decision to implement and enforce this MAP Policy is solely the unilateral act of CRA. CRA is not seeking agreement from any Reseller to adhere to the MAP Policy.

18. The terms of this MAP Policy are confidential and may not be disclosed to any other parties.

Charles River Apparel

2017 MAP Policy Price List (Minimum Advertised Pricing)

Prices effective September 1, 2016. For our complete MAP policy please visit www.charlesriverapparel.com/terms-conditions-map-policy

Adult Styles			
Style #	Style Name	Catalog Page	MAP Pricing
1006	New Englander Boot Socks	35	\$18.40
1099	New Englander Doggie Rain Jacket	37	\$23.20
2160	Women's MicroStripe Polo	8	\$25.20
2329	Women's Straight Collar Chambray Shirt	14	\$27.20
2519	Women's Heathered Polo	6	\$24.00
2746	Women's Seaside Polo	7	\$31.20
2764	Women's Space Dye Performance Tee	19	\$14.40
2810	Women's Color Blocked Wicking Polo	11	\$22.00
2811	Women's Classic Wicking Polo	9	\$22.00
3045	Men's Allegiance Work Polo	90	\$28.00
3137	Long Sleeve Wicking Shirt	22	\$21.60
3160	Men's MicroStripe Polo	8	\$25.20
3329	Men's Straight Collar Chambray Shirt	14	\$27.20
3519	Men's Heathered Polo	6	\$24.00
3746	Men's Seaside Polo	7	\$31.20
3764	Men's Space Dye Performance Tee	19	\$14.40
3810	Men's Color Blocked Wicking Polo	10	\$22.00
3811	Men's Classic Wicking Polo	9	\$22.00
5077	Women's Hexsport Bonded Jacket	110	\$39.20
5079	Women's Hexsport Bonded Pant	110	\$34.00
5099	Women's New Englander Rain Jacket	35	\$47.00
5186	Women's Fitness Jacket	23	\$43.20
5187	Women's Fitness Pant	23	\$35.20
5195	Women's Breeze Vest	68	\$31.60
5250	Women's Boundary Fleece Jacket	56	\$38.40
5312	Women's Heathered Fleece Pullover	47	\$42.40
5317	Women's Axis Soft Shell Jacket	79	\$47.20

Adult Styles			
Style #	Style Name	Catalog Page	MAP Pricing
5415	Women's Beachcomber Jacket	54	\$41.60
5468	Women's Onyx Sweatshirt	30	\$29.20
5493	Women's Heathered Fleece Jacket	48	\$45.60
5494	Women's Energy Jacket	107	\$34.40
5496	Women's Energy Pant	107	\$32.80
5535	Women's Radius Quilted Vest	82	\$56.00
5555	Women's Cardigan Wrap	15	\$28.80
5591	Women's Stealth Jacket	29	\$42.00
5603	Women's Ridgeline Fleece Vest	58	\$28.80
5611	Women's Latitude Jacket	65	\$47.20
5640	Women's Lithium Quilted Jacket	83	\$68.80
5653	NEW! Women's North Hampton Sweatshirt	27	\$28.80
5661	Women's Rev Pant	101	\$29.60
5666	Women's Fusion Pullover	21	\$28.80
5673	Women's Rev Jacket	101	\$35.20
5676	Women's Basin Fleece	91	\$32.00
5680	Women's Watertown Jacket	41	\$65.60
5682	Women's Cambridge Jacket	31	\$33.60
5697	Women's Heron Hoodie	54	\$42.40
5702	Women's Voyager Fleece Jacket	57	\$30.40
5713	NEW! Women's Dockside Jacket	76	\$48.00
5718	Women's Soft Shell Jacket	85	\$50.40
5722	NEW! Women's Pacific Heathered Fleece Ves	49	\$36.80
5737	NEW! Women's Hartford Knit Blazer	15	\$30.40
5744	Women's Legend Windshirt	67	\$33.60
5745	Women's Riverside Pullover	66	\$43.20
5748	NEW! Women's Heritage Rib Knit Jacket	53	\$46.40
5762	NEW! Women's Journey Parka	87	\$73.60
5763	Women's Space Dye Performance Pullover	20	\$25.60
5765	NEW! Women's Logan Jacket	75	\$55.20
5791	NEW! Women's New Englander Raincoat	36	\$48.00
5819	Women's Soft Shell Vest	69	\$40.00
5864	Women's Alpine Parka	86	\$65.60
5870	Women's Freeport Microfleece Pullover	51	\$28.80

Adult Styles			
Style #	Style Name	Catalog Page	MAP Pricing
5916	Women's Ultima Soft Shell Jacket	80	\$48.80
5954	Women's TeamPro Jacket	102	\$30.80
5958	Women's TeamPro Pant	102	\$26.80
5984	Women's Olympian Jacket	108	\$40.00
5985	Women's Olympian Pant	108	\$30.80
9052	Victory Hooded Sweatshirt	113	\$30.80
9077	Men's Hexsport Bonded Jacket	111	\$39.20
9079	Men's Hexsport Bonded Pant	111	\$34.00
9149	Thermal Bonded Sherpa Sweatshirt	91	\$45.20
9150	Men's Boundary Fleece Jacket	56	\$38.40
9198	New Englander Rain Pant	38	\$27.20
9199	New Englander Rain Jacket	38	\$47.00
9207	Cyclone EVA Poncho	42	\$11.20
9239	Pivot Pant	105	\$33.60
9267	Pivot Jacket	105	\$48.00
9278	Classic Rugby Shirt	100	\$41.60
9312	Men's Heathered Fleece Pullover	47	\$42.40
9317	Men's Axis Soft Shell Jacket	79	\$47.20
9359	Crosswind Quarter Zip Sweatshirt	28	\$26.40
9477	Vapore Water-Repellent Sweatshirt	91	\$33.60
9492	Stealth Zip Pullover	29	\$40.80
9493	Men's Heathered Fleece Jacket	48	\$45.60
9501	Adirondack Fleece Pullover	59	\$32.00
9502	Men's Voyager Fleece Jacket	57	\$30.40
9503	Men's Ridgeline Fleece Vest	59	\$28.80
9515	Men's Beachcomber Jacket	64	\$41.60
9535	Men's Radius Quilted Vest	82	\$56.00
9540	Men's Lithium Quilted Jacket	83	\$68.80
9542	Tradesman Thermal Full Zip Sweatshirt	93	\$58.40
9551	Triumph Jacket	73	\$32.00
9566	Fusion Pullover	21	\$28.80
9574	Hooded Rugby Pullover	100	\$39.20
9611	Men's Latitude Jacket	65	\$47.20

Adult Styles			
Style #	Style Name	Catalog Page	MAP Pricing
9646	Response Work Shirt	94	\$45.60
9653	City Sweatshirt	27	\$33.60
9661	Men's Rev Pant	101	\$29.60
9664	Men's Alpine Jacket	87	\$65.60
9673	Men's Rev Jacket	101	\$35.20
9675	Nor'easter Rain Jacket	39	\$57.60
9676	Men's Basin Fleece	50	\$32.00
9680	Men's Watertown Jacket	41	\$65.60
9682	Men's Cambridge Jacket	31	\$33.60
9690	Men's Field Sweatshirt	112	\$35.20
9706	NEW! Pack-N-Go Full Zip Reflective Jacket	69	\$31.20
9709	Pacific Poncho	43	\$24.00
9713	NEW! Men's Dockside Jacket	76	\$48.00
9718	Men's Soft Shell Jacket	84	\$50.40
9720	Portsmouth Jacket	73	\$34.80
9722	NEW! Men's Pacific Heathered Fleece Vest	49	\$36.80
9732	Signal Hi-Vis Jacket	97	\$61.60
9745	Men's Riverside Pullover	66	\$43.20
9748	NEW! Men's Heritage Rib Knit Jacket	53	\$46.40
9753	NEW! Tradesman Thermal Quarter Zip Sweatshirt	93	\$55.20
9762	NEW! Men's Journey Parka	87	\$73.60
9763	Men's Space Dye Performance Pullover	20	\$25.60
9783	Nor'easter Rain Pant	39	\$47.60
9819	Men's Soft Shell Vest	69	\$40.00
9904	Pack-N-Go Pullover	63	\$27.60
9905	Classic Solid Pullover	70	\$31.20
9908	Classic Charles River Striped Pullover	71	\$34.40
9916	Men's Ultima Soft Shell	80	\$48.80
9921	Performer Jacket	72	\$41.60
9922	Enterprise Jacket	72	\$45.60
9931	Men's Evolux® Fleece Jacket	55	\$44.00
9934	Navigator Jacket	81	\$48.80
9936	Pacer Pant	72	\$28.80
9944	Men's Legend Windshirt	67	\$33.60

Adult Styles			
Style #	Style Name	Catalog Page	MAP Pricing
9954	Men's TeamPro Jacket	103	\$30.80
9958	Men's TeamPro Pant	103	\$26.80
9970	Men's Freeport Microfleece Pullover	51	\$28.80
9971	Championship Jacket	104	\$43.20
9981	Canyon Jacket	95	\$62.40
9984	Men's Olympian Jacket	109	\$40.00
9985	Men's Olympian Pant	109	\$30.80
9987	Hexsport Polyknit Sweatshirt	113	\$37.60
Youth Styles			
Style #	Style Name	Catalog Page	MAP Pricing
4186	Girls' Fitness Jacket	116	\$36.40
4187	Girls' Fitness Pant	116	\$28.80
4494	Girls' Energy Jacket	116	\$27.20
4496	Girls' Energy Pant	116	\$25.60
4984	Girls' Olympian Jacket	117	\$33.60
4985	Girls' Olympian Pant	117	\$28.80
6099	Toddler New Englander Rain Jacket	119	\$25.60
7099	Children's New Englander Rain Jacket	119	\$29.20
7921	Children's Performer Jacket	117	\$33.60
8099	Youth New Englander Rain Jacket	119	\$32.00
8339	Youth Pivot Pant	116	\$28.80
8367	Youth Pivot Jacket	116	\$44.40
8501	Youth Adirondack Fleece Pullover	122	\$30.40
8502	Youth Voyager Fleece Jacket	122	\$30.80
8503	Youth Ridgeline Fleece Vest	121	\$25.20
8661	Youth Rev Team Pant	123	\$25.60
8673	Youth Rev Team Jacket	123	\$30.40
8690	Youth Field Sweatshirt	116	\$29.60
8709	Youth Pacific Poncho	120	\$19.20
8720	Youth Portsmouth Jacket	120	\$30.40
8763	NEW! Youth Space Dye Performance Pullover	116	\$20.80

Youth Styles

Style #	Style Name	Catalog Page	MAP Pricing
8904	Youth Pack-N-Go Pullover	117	\$24.00
8905	Youth Classic Solid Pullover	123	\$28.80
8921	Youth Performer Jacket	117	\$35.20
8931	Youth Evolux® Fleece Jacket	121	\$39.20
8934	Youth Navigator Jacket	117	\$40.00
8936	Youth Pacer Pant	120	\$24.00
8954	Youth TeamPro Jacket	116	\$28.40
8958	Youth TeamPro Pant	116	\$22.40
8971	Youth Championship Jacket	117	\$38.40
8984	Youth Boys' Olympian Jacket	117	\$33.60
8985	Youth Boys' Olympian Pant	117	\$28.80

Pricing is for blank goods and may change at any time without notice. For additional product information, pricing, and company policies please refer to our complete PDF price sheets.