



September 29<sup>th</sup>, 2021

Dear Valued Partners,

In order to maintain the integrity of our brands and products, we look to partner with customers who share our vision of our products and their position in the marketplace. It is with that goal in mind that we are reiterating our UMAP policy that we shared on July 15, 2020.

Please check that your practices align with our MAP policy that can be viewed at the below link. This policy will be enforced across all sales channels, including online channels, and failure to comply will result in account termination. Please direct any questions towards [compliance@adventurereadybrands.com](mailto:compliance@adventurereadybrands.com), we are happy to help.

<https://www.adventurereadybrands.com/MAP/ARB-UMAP-Policy.pdf>

Thank you for your support and cooperation, we look forward to continuing our partnership.

A handwritten signature in black ink, appearing to read 'G Solt', is written over a thin horizontal line.

Greg Solt  
SVP Sales  
*Adventure Ready Brands*