



1405 N 205<sup>th</sup> St., Suite 120 • Elkhorn, NE 68022 • (800) 335-5621 • Fax (402) 779-3253

January 1, 2015

Dear Valued Customer,

Fat Brain Toy Co. instituted a Minimum Advertised Price (MAP) policy in 2012 to establish and maintain the quality and value of our brand as well as our commitment to the specialty toy and gift industry. Our focus remains on supporting specialty retailers in today's rapidly changing retail environment.

Effective immediately, Fat Brain Toy Co. has implemented a new policy applicable to third party Internet retail sites. As of today, we will discontinue shipping to any customers selling Fat Brain Toy Co. products on Amazon.com via Fulfillment by Amazon (FBA).

Furthermore, any company listing Fat Brain Toy Co. products for sale on Amazon.com via their Fulfillment by Amazon (FBA) program will be subject to immediate account suspension.

We will continue monitoring and enforcing our MAP policy on all independent and third party sites, and customers found in violation will be subject to permanent account suspension.

We appreciate your continued support and want you to know Fat Brain Toy Co. remains committed to assisting you in growing your business. Should you have any questions, feel free to contact our sales manager Justin Koranda at 800.335.5621 or [justin@fatbraintoyco.com](mailto:justin@fatbraintoyco.com)

Best Regards,

Mark and Karen Carson  
Fat Brain Toy Co.



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January 1, 2015

Dear Valued Customer,

In an effort to maintain the quality and value of the Fat Brain Toy Co. brand we have established a MAP policy for resellers of Fat Brain Toy Co. products. This policy has been implemented to protect and support our resellers.

This MAP Policy applies to online, print, radio, television and all other mediums. This does not apply to in store resale price of products. You are free to sell at your discretion as long as it is not advertised. Discontinued items are excluded from this policy.

A current list of MAP pricing on all Fat Brain Toy Co. products is attached.

Any customer found in violation of this policy will be contacted and asked to increase their pricing within 48 hrs. If pricing has not been corrected this will result in permanent account suspension. If a customer violates this MAP policy a second time, this will result in permanent account suspension.

If you have any questions about this policy please contact us.

Thank you for your continued support.

Best Regards,

Mark and Karen Carson  
Fat Brain Toy Co.

Fat Brain Toy Co.  
1405 N 205th St., Ste 120  
Elkhorn, NE 68022

Fat Brain Toy Co.  
2015 Price List

Toll Free: 800-335-5621  
Fax: 402-779-3253  
sales@fatbraintoyco.com

ITEM #	PRODUCT NAME	CASE PACK	UPC	WHOLESALE COST	MSRP	RETAIL MAP
FA055-1	Acuity	6	1-82129-00059-5	\$10.00	\$19.95	\$16.95
FA035-1	AnimalLogic	6	1-82129-00035-9	\$12.50	\$24.95	\$21.95
FA067-1	Argh!	12	1-82129-00072-4	\$4.50	\$8.95	\$7.95
FA096-1	Arx 2.0	6	8-11802-02070-3	\$17.50	\$34.95	\$29.95
FA061-1	Block Builders	6	1-82129-00067-0	\$16.50	\$32.95	\$28.95
FA076-1	Chalktrail- Bike Red	6	1-82129-00083-0	\$10.00	\$19.95	\$19.95
FA076-2	Chalktrail- Bike Blue	6	1-82129-00088-5	\$10.00	\$19.95	\$19.95
FA077-1	Chalktrail- Replacement Chalk	12	1-82129-00084-7	\$3.50	\$6.95	\$5.95
FA087-1	Chalktrail- Scooter	6	8-11802-02052-9	\$6.50	\$12.95	\$10.95
FA085-1	Cheese Louise	6	8-11802-02050-5	\$6.50	\$12.95	\$10.95
FB024-O	Dado Cubes-Original	12	1-82129-00007-6	\$14.50	\$28.95	\$24.95
FA041-1	Dado Planks	6	1-82129-00042-7	\$22.50	\$44.95	\$38.95
FA030-1	Dado Squares - Original	12	1-82129-00019-9	\$11.50	\$22.95	\$19.95
FA082-1	Fish to Fish	6	8-11802-02047-5	\$11.00	\$21.95	\$18.95
FA074-1	FOLD	12	1-82129-00081-6	\$7.50	\$14.95	\$12.95
FA058-1	HexActly	6	1-82129-00064-9	\$12.50	\$24.95	\$21.95
FA094-1	HexHive	6	8-11802-02068-0	\$11.00	\$21.95	\$18.95
FA038-1	Inchimals	6	1-82129-00039-7	\$17.50	\$34.95	\$29.95
FA056-1	Ivan's Hinge	12	1-82129-00060-1	\$6.50	\$12.95	\$10.95
<b>FA101-1</b>	<b>Joinks</b>	<b>4</b>	<b>8-11802-02079-6</b>	<b>\$22.50</b>	<b>\$44.95</b>	<b>\$39.95</b>
<b>FA107-1</b>	<b>MiniSquigz</b>	<b>6</b>	<b>8-11802-02088-8</b>	<b>\$10.00</b>	<b>\$19.95</b>	<b>\$17.95</b>
<b>FA108-1</b>	<b>ModMobiles- Set A</b>	<b>6</b>	<b>8-11802-02089-5</b>	<b>\$11.00</b>	<b>\$21.95</b>	<b>\$19.95</b>
<b>FA108-2</b>	<b>ModMobiles- Set B</b>	<b>6</b>	<b>8-11802-02090-1</b>	<b>\$11.00</b>	<b>\$21.95</b>	<b>\$19.95</b>
FA099-1	MoonScape	6	8-11802-02073-4	\$10.00	\$19.95	\$16.95
<b>FA105-1</b>	<b>Neck of the Woods</b>	<b>6</b>	<b>8-11802-02086-4</b>	<b>\$13.00</b>	<b>\$25.95</b>	<b>\$23.95</b>
FA075-1	Paradox Box	6	1-82129-00082-3	\$15.00	\$29.95	\$26.95
FA093-1	Peek-A-Doodle Doo	6	8-11802-02067-3	\$11.00	\$21.95	\$18.95
FA089-1	pipSquigz	6	8-11802-02063-5	\$10.00	\$19.95	\$16.95
FA066-1	Rapid Reflex	12	1-82129-56106-5	\$4.50	\$8.95	\$7.95
FA042-1	Reptangles	6	1-82129-00043-4	\$14.00	\$27.95	\$24.95
<b>FA106-1</b>	<b>Rolligo</b>	<b>6</b>	<b>8-11802-02087-1</b>	<b>\$12.50</b>	<b>\$24.95</b>	<b>\$21.95</b>
FA081-1	Separation Anxiety	6	8-11802-02036-9	\$11.00	\$21.95	\$18.95
FA092-1	Smarty Blocks	6	8-11802-02066-6	\$14.50	\$28.95	\$25.95
FA084-1	Speed Bump	6	8-11802-02049-9	\$12.50	\$24.95	\$21.95
FA088-1	Squigz- Starter Set	6	8-11802-02053-6	\$12.50	\$24.95	\$21.95
FA088-2	Squigz- Deluxe Set	4	8-11802-02054-3	\$25.00	\$49.95	\$42.95
FA088-3	Squigz- PipSquigz- Add on set of 5	12	8-11802-02055-0	\$3.00	\$5.95	\$4.95
FA088-4	Squigz- Doodle- Add on set of 4	12	8-11802-02056-7	\$3.00	\$5.95	\$4.95
FA088-5	Squigz- Grippity- Add on Set of 4	12	8-11802-02057-4	\$3.00	\$5.95	\$4.95
FA088-6	Squigz- Yoink- Add on set of 4	12	8-11802-02058-1	\$3.00	\$5.95	\$4.95
FA088-7	Squigz- Skooch- Add on set of 3	12	8-11802-02059-8	\$3.00	\$5.95	\$4.95
FA088-8	Squigz- Gobnob- add on set of 3	12	8-11802-02060-4	\$3.00	\$5.95	\$4.95
FA088-9	Squigz- Wonkity- Add on set of 3	12	8-11802-02061-1	\$3.00	\$5.95	\$4.95
FA088-10	Squigz- Zorbit- Add on set of 2	12	8-11802-02062-8	\$3.00	\$5.95	\$4.95
FA098-1	Squigz- Benders	6	8-11802-02072-7	\$12.50	\$24.95	\$21.95
FA090-1	Squigz- POP Display Unit	1	8-11802-02064-2	\$795.00	N/A	N/A
FA048-1	Sturdy Birdy	6	1-82129-00055-7	\$10.00	\$19.95	\$16.95
<b>FA103-1</b>	<b>Swingy Thing</b>	<b>6</b>	<b>8-11802-02082-6</b>	<b>\$7.50</b>	<b>\$14.95</b>	<b>\$12.95</b>
FA095-1	Teeter Popper- Blue	6	8-11802-02069-7	\$18.50	\$36.95	\$32.95
FA095-2	Teeter Popper- Green	6	8-11802-02074-1	\$18.50	\$36.95	\$32.95
FA095-3	Teeter Popper- Pink	6	8-11802-02075-8	\$18.50	\$36.95	\$32.95
FA095-4	Teeter Popper- Assorted w/POP	3	8-11802-02076-5	\$18.50	\$36.95	\$32.95
FA095-5	Teeter Popper- Assorted	3	8-11802-02077-2	\$18.50	\$36.95	\$32.95
FA060-1	Tobbles	6	1-82129-00066-3	\$13.50	\$26.95	\$23.95
FA070-1	Tobbles Neo	6	1-82129-00077-9	\$13.50	\$26.95	\$23.95
FA031-1	Twig	4	1-82129-00024-3	\$25.00	\$49.95	\$42.95
<b>FA104-1</b>	<b>WOO!</b>	<b>6</b>	<b>8-11802-02085-7</b>	<b>\$8.00</b>	<b>\$15.95</b>	<b>\$13.95</b>
FA086-1	Yottsugo	6	8-11802-02051-2	\$13.50	\$26.95	\$23.95

BOLD= NEW FOR 2015