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October 9, 2015

To All Rittenhouse Distributors, Dealers and Their Customers

**Re: Rittenhouse Archives Minimum Advertised Pricing Policy (MAPP)**

Rittenhouse Archives has been in business since 1999, and since then, we have been firm believers in allowing the free market to determine the prices and values of our cards on the secondary market. For much of this time, that philosophy has been successful. However, over the past year or more, we have seen an increasing trend in which products are sold below cost, particularly on eBay, before those products are even released.

As a result of this trend, Rittenhouse Archives will be imposing a Minimum Advertised Pricing Policy (MAPP) program for all of its products shipped after September 30, 2015.

All of our distributors, dealers and the customers they ship to, must adhere to our MAPP program, which will initially consist two simple guidelines:

**(a) Through the period of time ending 45 (forty-five) days after the release date of any Rittenhouse product, cases of that product may not be advertised for sale in any medium for less than Rittenhouse's direct factory cost, plus the cost of shipping. This policy similarly applies to the pro-rated costs of boxes derived from cases.**

**(b) The exception to (a) pertains to eBay (or any similar online mass market seller), in which Rittenhouse products may not be sold for less than Rittenhouse's direct factory cost plus an additional 15% (fifteen percent) during the same time period.**

Rittenhouse Archives reserves the right to terminate any customer who violates these MAPP program guidelines, or who tries to circumvent the spirit of these guidelines. To be clear, we are not attempting to fix prices or to manipulate the market in any way. Our products may be sold for any price; nevertheless, you may not advertise our products for sale outside of the guidelines stated above.

I sincerely appreciate your understanding and cooperation with our efforts to improve market conditions, which should benefit everyone. If you have any questions or concerns, please do not hesitate to contact me directly. Thanks so much.

Sincerely,

*Steve Charendoff*

Steven M. Charendoff  
President