



Resale Policies

The Horse Fly has determined that in order to better compete against other sellers of home décor products, properly position The Horse Fly products in the market, and preserve The Horse Fly's reputation for providing customers with high value products, The Horse Fly must exercise a greater degree of control over the distribution of The Horse Fly products. Therefore, all sales of The Horse Fly products will be subject to this Policy. This Policy will be enforced strictly and uniformly.

Resellers remain free to establish their own resale prices and practices for all The Horse Fly products. However, The Horse Fly will, without assuming any liability, indefinitely refuse to accept any new orders from any reseller immediately following The Horse Fly's verification to its satisfaction that such reseller has advertised, offered, or sold any The Horse Fly product (i) at a net retail sales price less than the minimum suggested retail price established and announced by The Horse Fly from time to time (the "MSRP") or (ii) by way of any auction website. The MSRP of each The Horse Fly product is stated in The Horse Fly's website at www.horseflyhomedecor.com.

This Policy does not apply to discontinued products, as announced by The Horse Fly from time to time.

The Horse Fly may modify this Policy at any time and from time to time.

Each reseller of The Horse Fly products is free to independently decide whether or not to follow this Policy. The Horse Fly will not discuss any conditions of acceptance related to this Policy, as it is non-negotiable and will not be altered for any reseller. In addition, The Horse Fly does not ask for, nor will it accept, any assurance of compliance with this Policy. Nothing in this Policy shall constitute an agreement between The Horse Fly and any reseller that the reseller will comply with this Policy.

The Horse Fly sales personnel have no authority to modify or grant exceptions to this Policy. All questions regarding the interpretation of this Policy must be directed to The Horse Fly's MSRP Policy Coordinator and Owner, Karin Brown at thehorsefly@mac.com.