

Distributors and Resellers of Cryptozoic products:

At Cryptozoic, our motto has been “Fans First” for over 10 years and, as part of that promise, we want to assure fans that they are receiving games, trading cards, and collectibles of the highest quality. If there are any problems with a product, our fans can rest assured that we will remedy the situation. As such, we stand by our authorized distributors and resellers/dealers as they deliver our products to customers.

Due to the nature of the online marketplace, there are many unauthorized resellers offering our products on Amazon and other websites. Since these listings are not authorized and we cannot verify them, these products are not covered by our manufacturer’s warranty. Since our warranty does not apply, they do not qualify for Amazon’s definition of “New” as defined in the Marketplace Items Condition Guidelines. Consequently, we have sent cease and desist letters to these resellers asking them to remove their listings of “New” Cryptozoic products.

Moreover, many of these unauthorized resellers sell well below market rates, undercutting authorized resellers who follow the SRP. These resellers also depress the value of our products, many of which are highly collectible. By removing these listings, we aim to protect our authorized distributors and resellers, as well as future releases of Cryptozoic games, trading cards, and collectibles.

We understand that this has caused some ripples among resellers and distributors, something for which we apologize. We invite any unauthorized resellers to get in touch with us and sign up to become authorized resellers of Cryptozoic products on Amazon.

Our ultimate goal is to protect our fans, authorized partners, and the integrity of our products. We hope you’ll stand with us as we do.

Thank you,
John Sepenuk
CEO, Cryptozoic Entertainment

Here is the MAPP Statement as it went out in October 2019.

Cryptozoic Entertainment MAP Policy

Effective 10/15/2019

With Revisions 8/28/20

Cryptozoic Entertainment actively supports the advertising and promotion of its products by its domestic retailers and sales representatives through marketing campaigns and assets provided to retailers for customizable campaigns at no cost. To continue providing a Fans First experience and maintain the value of Cryptozoic Entertainment (CZE) products, effective October 15, 2019, a Minimum Advertised Price (MAP) on all CZE products will be in effect. This policy applies only to U.S. and Canadian retailers and sales representatives. We have implemented this MAP policy to preserve our strong reputation for providing customers with products built with the super-fan in mind and the long-term value provided by the high quality products we will continue to offer. We greatly appreciate the efforts of all resellers to distribute our products and support our fans. This will be just the next step in continuing to ensure Cryptozoic Entertainment and its retail partners will be able to provide the Fans First experience now and into the future.

The Cryptozoic Entertainment MAP policy shall operate under the following guidelines:

- The Minimum Advertised Price of all active Cryptozoic Entertainment products will be **NO LESS than the provided manufacturer's suggested retail price (SRP)** for Games and Collectibles products. A complete list of CZE Games and Collectibles products including MSRP and active status can be found here: www.cryptozoic.com/catalog. The Minimum Advertised Price established here is subject to change at the sole discretion of Cryptozoic Entertainment. Any changes will be preceded by a 30-day notification from CZE.
- The MAP policy applies to all advertisements and displayed pricing of active CZE products, including, but not limited to, price lists, conventions, events, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, internet or similar electronic media, television, radio, and public signage.
- MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to individual consumers. Retailers remain free to sell these products at any prices they choose.
- Internet listings and auctions may not display starting bids, have a reserved bid, or other accepted pricing below the MAP.

- The Cryptozoic Entertainment MAP policy does not establish a maximum advertised price. Retailers are free to offer CZE products above an established MAP.
- Retailers will hold all trademarks of Cryptozoic Entertainment as property of Cryptozoic Entertainment and use all marketing assets provided by CZE only in an authorized manner.
- Cryptozoic Entertainment reserves the right to authorize or deny temporary advertised pricing below the established MAP on a case-by-case basis following a formal request from retail partners.
- Any intentional and/or repeated failure to comply with Cryptozoic Entertainment's Minimum Advertised Pricing Policy will result in the inability to purchase future or existing active CZE products from authorized distribution partners or directly from Cryptozoic Entertainment. Cryptozoic Entertainment is not required to issue prior notice before taking action against violations of the CZE MAP Policy.