

Steve Jackson Games Incorporated
Minimum Advertised Price Policy
Effective Date: April 22, 2026

1. Purpose

Steve Jackson Games Incorporated (“SJ Games”) designs and publishes tabletop role-playing games, board games, card games, and related products that depend heavily on brand goodwill, community trust, and consistent consumer perception of value. To protect those interests and support fair online competition among resellers, SJ Games has unilaterally adopted this Minimum Advertised Price (“MAP”) Policy (the “Policy”) to establish minimum advertised pricing standards for certain SJ Games products in online channels.

This Policy governs advertising only and does not restrict the prices at which any reseller may ultimately sell SJ Games products to consumers.

2. Definitions

As used in this Policy, the following terms have the meanings set forth below:

“Advertising” means any publicly available online promotional material that displays or communicates pricing information for a Covered Product, including without limitation: reseller websites and webstores; online marketplaces and third-party platforms (e.g., Amazon, Walmart, eBay); paid search advertisements, banner ads, and social media posts; and email marketing where pricing is visible prior to checkout. Advertising does not include (a) in-store pricing or printed materials, (b) prices revealed only after a product is placed in a shopping cart or during the checkout process, or (c) individualized, non-public communications directed to a specific customer.

“Covered Products” means the SJ Games products (including “Possum Creek” titles) identified on **Schedule A** attached to this Policy, as updated by SJ Games from time to time in its sole discretion. Covered Products may include, by way of example, core rulebooks and supplements, board games and card games, boxed sets and starter products, dice sets and accessories, and any other SJ Games product that SJ Games designates on **Schedule A**.

“MAP” or **“Minimum Advertised Price”** means, with respect to any Covered Product, the lowest price at which that Covered Product may be Advertised online or otherwise under this Policy, calculated as the applicable MSRP for such Covered Product minus ten percent (10%).

“MSRP” or **“Manufacturer’s Suggested Retail Price”** means the retail price established by SJ Games for each Covered Product, as published by SJ Games and updated from time to time in its sole discretion. Current MSRPs for all Covered Products are set forth on **Schedule A**.

“Reseller” means any person or entity that purchases or otherwise obtains SJ Games products, whether directly from SJ Games or through authorized distribution channels, for resale to consumers or other end users.

3. Unilateral Policy Statement

This Policy is a unilateral statement by SJ Games and is non-negotiable. SJ Games does not seek, and will not accept, any agreement, commitment, or assurance of compliance from any Reseller. Each Reseller remains free to determine its own resale prices for SJ Games products in its sole discretion, subject to applicable law.

SJ Games reserves the right to decide whether and how to enforce this Policy in its sole discretion. No action or inaction by SJ Games with respect to any Reseller shall be construed as creating any agreement, understanding, or obligation between SJ Games and any Reseller regarding this Policy.

4. Internet Minimum Advertised Price Requirement

No Reseller may Advertise any Covered Product at a price that is more than ten percent (10%) below the MSRP established by SJ Games for that Covered Product. The MAP for each Covered Product is calculated as follows:

$$\text{MAP} = \text{MSRP} \times 0.90$$

By way of illustration, if the MSRP for a Covered Product is \$29.95, the MAP for that Covered Product is \$26.96, and no Reseller may Advertise the Covered Product at a price below \$26.96.

SJ Games retains sole discretion to establish, modify, or discontinue MSRPs at any time, and any such change will correspondingly adjust the applicable MAP.

5. Prohibited Advertising Practices

The following practices constitute violations of this Policy when they result, directly or effectively, in an Advertised price for a Covered Product that falls below the applicable MAP:

- (a) Displaying a price, sale price, or reference price for a Covered Product that is below the MAP.
- (b) Using strikethrough pricing, coupons, promotional codes, rebates, instant savings, loyalty-point redemptions, gift cards, or similar mechanisms that reduce the Advertised price of a Covered Product below the MAP.
- (c) Bundling a Covered Product with other items in a manner that obscures or effectively reduces the Advertised price of the Covered Product below the MAP.
- (d) Employing automated repricing tools, dynamic pricing algorithms, or similar technology that causes or permits the Advertised price of a Covered Product to fall below the MAP.
- (e) Soliciting, encouraging, or assisting any third party in Advertising a Covered Product at a price below the MAP.

For the avoidance of doubt, the restrictions in this Section 5 apply solely to Advertising and do not restrict the actual sale price at which any Reseller may sell a Covered Product to a consumer.

6. Enforcement

SJ Games will monitor Advertising of Covered Products at its discretion. If SJ Games determines, in its sole discretion, that a Reseller has violated this Policy, SJ Games may take one or more of the following actions without prior notice:

- (a) Issue a written notification of the violation to the Reseller.
- (b) Suspend or cancel pending and future shipments of SJ Games products to the Reseller.
- (c) Cancel outstanding orders placed by the Reseller.
- (d) Revoke the Reseller's ability to purchase SJ Games products directly from SJ Games or through authorized distribution channels.
- (e) Take any other action SJ Games deems appropriate under the circumstances.

SJ Games' decision to take or refrain from taking any enforcement action in a particular instance shall not constitute a waiver of SJ Games' right to enforce this Policy in the future, whether against the same Reseller or any other Reseller.

7. Policy Administration and Communications

Resellers should not contact SJ Games regarding (a) the pricing or Advertising practices of other Resellers, or (b) requests for exceptions, modifications, or waivers of any provision of this Policy. SJ Games will not discuss pricing strategies, negotiate Policy terms, or engage in any communications that could be construed as an agreement relating to advertised pricing.

Questions limited to the content of this Policy may be directed to:

Ross Jepson

MAP Administrator

Steve Jackson Games Incorporated

jepsonr@telusplanet.net

8. Modification or Termination

SJ Games reserves the right to modify, suspend, or terminate this Policy, in whole or in part, at any time and in its sole discretion, with or without notice. No such modification, suspension, or termination shall give rise to any claim or cause of action by any Reseller against SJ Games.

Schedule A – effective April 22, 2026

This Schedule A identifies the Steve Jackson Games Incorporated (“SJ Games”) products subject to the Minimum Advertised Price (“MAP”) Policy.

SJ Games may amend this Schedule A at any time in its sole discretion by updating its reseller price lists, posting revised information on a reseller portal, or providing written notice to resellers. Changes to Schedule A are effective upon publication or notice by SJ Games.

Unless otherwise stated, the products listed below may not be advertised in any medium at more than ten percent (10%) below the applicable MSRP.

1. Core Roleplaying Game Products

The following are Covered Products:

All SJ Games roleplaying game materials, including but not limited to:

- GURPS Basic Set (Characters and Campaigns)

- GURPS core rulebooks and sourcebooks

- GURPS boxed sets and starter kits

2. Published Games and Game Systems

The following are Covered Products:

All SJ Games tabletop games, including:

- Munchkin® (all editions, expansions, and boxed variants)

- Other SJ Games board games and card games currently in print

- Deluxe, anniversary, or collector editions of SJ Games games

3. Boxed Sets and Starter Products

The following are Covered Products:

All SJ Games boxed products intended for introductory or bundled play, including:

- Starter sets

- Introductory boxes

Multi-component or bundled game products packaged by SJ Games

4. Expansions, Add-Ons, and Supplements

The following are Covered Products:

All expansions and supplementary products associated with Covered Products, including:

- Expansion packs
- Scenario or adventure packs
- Card, board, or token expansions
- Supplemental rulebooks or guides

5. Digital Releases

The following are Covered Products:

All SJ Games digital-only products (eBooks, PDFs, digital downloads) and print-on-demand materials

6. Exclusions

The below product categories, and only these categories, are not Covered Products:

- Clearance or close-out products expressly designated as such by SJ Games
- Promotional or free items not offered for retail sale