



Minimum Advertised Pricing Policy

Effective February 12, 2026, a Minimum Advertised Price policy on all Buried Giant Studios products will be in effect (herein referred to as "MAP policy").

As used in this MAP policy, "reseller" means any reseller, distributor, sales representative or dealer. Buried Giant Studios, (Buried Giant) is starting with the strong brand recognition of their flagship Arcs, Oath, and the Wehrlegig Games and their perceived values. By not adhering to the established MAP policy, a reseller can dramatically diminish or detract from the perceived value of Buried Giant products.

This MAP policy is intended to allow consumers to purchase from resellers based on loyalty and customer experience. In the interest of protecting both resellers and consumers, it is necessary to abide by the following requirements.

1. The Minimum Advertised Price for any Buried Giant product shall be no less than 20% off the current Manufacturer's Suggested Retail Price (MSRP).
2. You shall not list Buried Giant products on any third-party website, such as Amazon, ebay, Overstock, etc. or any others, without prior written consent from Buried Giant. Selling Buried Giant products on your own website associated directly with your store(s) is permissible so long as this MAP policy is adhered to.
3. This MAP policy applies to all advertisements of Buried Giant products in any and all media, including, but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, internet or other electronic media, television, radio, and public signage. This MAP policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customers.
4. The inclusion in advertising of free or discounted products, with a product covered by this MAP policy, would be contrary to the MAP policy if it has the effect of discounting the advertised price of the covered product below the Minimum
5. If pricing is displayed anywhere other than a brick-and-mortar-retail store, any strike-through or other alteration of the Minimum Advertised Price is prohibited.

6. This MAP policy does not establish maximum advertised prices. All resellers may offer Buried Giant products at any price in excess of the Minimum Advertised Price.
7. Buried Giant maintains the right to run a temporary sale at its discretion, and in such case, the Minimum Advertised Price will be the same as the temporary sale price on those particular items for that particular time period.
8. If a reseller with multiple store locations violates this MAP policy at any one store location, or on any associated website, then Buried Giant will consider this to be a violation of this MAP policy by the reseller.
10. Buried Giant reserves the right to cancel any pending orders, restrict future orders, or suspend a reseller's account if Buried Giant reasonably believes (i) a reseller has violated the provisions of the MAP policy; or (ii) a reseller intends to violate the MAP policy.
11. Buried Giant's MAP Policy Administrator is solely responsible for determining whether a violation of the MAP policy has occurred, as well as for determining appropriate consequences and sanctions.
12. Waivers to the MAP policy may be granted in Buried Giant's sole discretion by the MAP Policy Administrator in a written waiver. Buried Giant sales and marketing personnel, or any other personnel, are not authorized to modify or grant exceptions to the MAP policy. In the event that the MAP Policy Administrator authorizes a waiver to the MAP policy, resellers must strictly adhere to the terms of the written waiver. Deviation from the terms of the written waiver is a violation of the MAP policy.
13. Buried Giant monitors the advertised prices of resellers, either directly or via the use of third party agencies or tools. Resellers are expected to provide reasonable cooperation in any Buried Giant investigations regarding possible MAP policy violations. Hindering, obstructing, delaying, or otherwise failing to cooperate with a Buried Giant MAP policy investigation is a violation of the MAP policy.
14. The MAP policy will be enforced by Buried Giant in its sole discretion and without notice. Resellers have no right to enforce the MAP policy. Violations of the MAP policy may result in any of the aforementioned sanctions up to and including termination of our business relationship, as well as any available remedies at law.

All questions related to the MAP policy should be directed to: hello@buriedgiant.com

The MAP policy has been established by Buried Giant to help preserve and protect the reputation of Buried Giant's name, brand and products. The MAP policy is also designed to ensure resellers have the incentive to invest resources into services for Buried Giant's customers.