



Panini MAPP Frequently Asked Question

This FAQ is designed to help you understand some of the basic structures of Panini's new MAPP (minimum advertised price policy). If you have a questions that isn't listed, don't hesitate to call your sales representative or email Dustin Laugherty at our Corporate Headquarters in Nashville at dustinl@southernhobby.com

What is MAPP? MAPP policy is simply an agreement between you (the store) and Panini that you will not advertise the price of a product below a Panini specified level. All of the MAPP pricing will be on our solicitations, so you know what that number is. MAPP pricing ONLY pertains to the advertised price of the product. It has nothing to do with the price at which you sell the product.

When does the new MAPP program begin? The program is slated to start with the release of 10/11 Panini National Treasures Basketball, and covers all products from that shipping date forward.

What is the process to be approved for the program? In order to participate, you must be approved by Panini. You can find the application on the homepage of our website at www.southernhobby.com. Your sales representative will also have a copy of the form as well. Once you have the form filled out, accompanied by the required documents, you can simply give them to your sales representative and we will forward them to Panini, or you can send them directly to Panini yourself.

The application seems long. Why do I have to fill all of this out? To properly verify that you are who you say you are, and to prevent someone else from opening an account in your name, Panini has requested several items on their application. This is all in an effort to help speed up your approval as a Brick and Mortar Store. In order to purchase Panini products you will have to have an application filled out and approved by Panini. If you have a specific question about the application, please don't hesitate to call your sales representative and we will help you as best we can.

What advantages do I have as a Brick and Mortar Store? There are several advantages for Brick and Mortar store. It is important to keep in mind that the goal of this program is to help Brick and Mortar retailers. First off, you will have the product on release day a full 7 days before customers can buy the product online. Another advantage MAPP pricing creates is an even playing field vs. predatory pricing.

Who else is eligible to purchase Panini products? Panini will have three separate classes of trade. Each class will have its own application. They are: Brick and Mortar Retail stores, Authorized Internet Retailers, and Show Dealers. Regardless of the class of trade, all accounts must complete an application and then be approved by Panini.

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Nashville TN. 37214
St. Louis, MO. 63132
Wood Dale, IL 60191
Farmingdale, NY. 11735

FAX: 615-360-9776
FAX: 314-993-8914
FAX: 630-496-9487
FAX: 570-676-0393

When will I know I have been approved? Panini will provide us a list of stores that have already applied and been approved for the MAPP program. If you haven't filled out an application, it is imperative that you do so as soon as possible. The last thing you want is 50 applications in front of yours, as 10/11 National Treasures begins to ship. We recommend that all of our accounts get their application in as soon as possible.

How long after the release do I have to adhere to MAPP guidelines? MAPP pricing is to be maintained for 30 days after the release date, unless Panini instructs differently.

Can I sell Panini Product on the Internet? In order to sell Panini products on the internet, you must be approved by Panini as an Authorized Internet Retailer. This is a separate application that can also be found on our website at www.southernhobby.com. Authorized Internet Retailers can sell product 7 days after the release date.

Can I sell Panini singles online? Yes. You can sell single cards, but in order to sell cases, boxes or packs, you must be an Authorized Internet Retailer.

How do I apply to be a show dealer? The application for show dealers will be available very soon. Keep checking our homepage at www.southernhobby.com for updates. Also feel free to check with your sales representative.

Will I be able to buy at direct pricing from my Distributor? Yes. Starting late 3rd quarter, we will be offering case prices at the same price as Panini Direct. This will start AFTER the release of 2011 Panini Absolute NFL.

I don't have a store. Can I still order Panini Products? You will be eligible to buy products 30 days after release.

Will Panini products be traceable? Yes. All distributors will be required to scan each box and case of Panini products.