

Penguin Random House LLC reserves the right to change terms of sale and prices at any time.

Penguin Random House provides cooperative advertising allowances to reimburse distributors for advertising and promoting its titles. These allowances are based on the designated percentage of the prior calendar year's net purchases of Penguin Random House eligible* titles for use in the current calendar year. This allowance may be used to reimburse the distributor for the actual cost of the distributor's catalogs, mailings, or brochures that advertise and illustrate Penguin Random House titles. This allowance is not to be used for microfiche, line listings, or web-site listings. All such promotions/events must be approved in writing in advance by a company sales representative. Documentation of the actual cost of the promotion and proof of ad must be furnished for reimbursement. Reimbursements for co-op claims will be made by credits issued to the account. An Account must be in good credit standing to receive co-op reimbursement.

There are two ways that Distributors can earn allowances:

- **Distributor Marketing Allowance (DMA): .50%**
- **Education & Library Allowance (E&L):** Distributors who service the E&L market, as designated by the accounts' Business Blend, may earn additional allowances:
Adult E&L: 0.75%
Children's E&L: 1.50%

Deadlines: The deadline for all calendar year claims is March 31st of the next calendar year.

Send all co-op claims directly to:

Penguin Random House, LLC. Distribution Center
400 Hahn Road, Westminster, MD 21157
ATTN: Co-op Administration Department
coop@penguinrandomhouse.com

***Note:** The following products/lines are not included in any of these programs: Audio downloadable/digital, Business Development, Calendars, CodeNotes, Distribution Clients, E-Books, Net-priced product, Penguin Gear, Proprietary product, Potter Style, Remainders, Discontinued Operations. Other exceptions may apply.

Minimum Advertised Price: While booksellers are free to charge whatever price they wish for Penguin Random House titles, in no event may co-op advertising funds be used to advertise a retail price more than 45% below the manufacturer's stated cover price.