



## MINIMUM ADVERTISED PRICE POLICY

Effective January 1, 2016, ETB North America, LCC (“ETB”) has unilaterally adopted this Minimum Advertised Price Policy (hereinafter referred to as the “MAP Policy” or the “Policy”), which shall apply to all dealers, distributors, wholesalers and retailers, including internet retailers (collectively, “Resellers”) that resell ETB’s branded products, which are advertised, marketed and sold using ETB’s valuable copyrighted materials and trademarks, to end users located in the United States.

ETB has adopted this MAP Policy to preserve its strong reputation for providing customers with both high quality products and strong after-sales support. ETB greatly values the efforts of all Resellers in their distribution of ETB Products and in providing excellent after-sales promotion and support for the products. This policy only affects advertised prices and does not limit the ability of a Reseller to independently set its actual sales prices. This policy applies uniformly to all Resellers of the Products.

The terms of our MAP Policy are as follows:

1. The MAP Policy shall apply to the products listed in Schedule A, the Minimum Advertised Price List (“MAP List”), included at the end of this document. Minimum advertised prices under the policy are established by ETB for selected products and may be adjusted by ETB from time to time, in its sole discretion, as more fully described in the details below.
2. The MAP Policy applies to all advertising of selected products in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media, including websites, e-mail newsletters, e-mail solicitations, television, radio, and public signage. Prices for the Products below what is indicated in the MAP List may not appear in any online search tool where Reseller’s website is linked as the source. For the purposes of this Policy, the definition of “advertising” prices on internet sites includes, without limitation, displaying a price for any Product, together with a picture, description or listing of the Product.
3. The MAP Policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customer. In-store displays, point-of-sale signs, hangtags or bar codes or similar marks on products or Product packaging which merely state the price are not considered “advertising” for purposes of this MAP Policy.
4. From time to time ETB may, in its sole discretion, initiate promotions for products covered by the MAP Policy. In this regard, ETB may initiate promotions covering products that are being discontinued or because they are just being released. In such events, ETB reserves the right under the Policy to modify or suspend the MAP Policy with respect to the affected Products. ETB further reserves the right to adjust the minimum advertised price or the MAP Policy with respect to all or certain Products, in its sole discretion, at any time, effective upon written notice to Resellers.
5. A Reseller is, of course, free to advertise products at prices it determines. However, ETB reserves the right to select its customers or Resellers. Therefore, in cases in which ETB determines, in its sole judgment, that a Reseller’s advertising is inconsistent with ETB’S MAP Policy, ETB shall provide written notice of the inconsistent advertising to the Reseller. If after twenty-four (24) hours, the Reseller’s



advertised price for the Product(s) continues to be inconsistent with ETB'S MAP Policy, ETB may suspend the acceptance and fulfillment of orders submitted by the Reseller for a thirty (30) day period. If at the end of that thirty (30) day period, the Reseller's advertised price for the product(s) continues to be inconsistent with the MAP Policy, or should a subsequent inconsistency occur with respect to the Reseller's advertised price for the Product(s) within twelve (12) months of the earlier inconsistency, ETB may choose to terminate its business relationship with such Reseller.

6. Resellers who are distributors or wholesalers of the products shall supply copies of the current version of ETB'S MAP Policy to each of their new or existing Resellers. Upon receipt of notice from ETB that a Reseller's advertised prices for the Products are inconsistent with this Policy, the Reseller who supplied such Products shall no longer be authorized to supply Products to such Reseller until such time as ETB advises the distributor or wholesaler Reseller that it may do so.

7. ETB recognizes that Resellers are free to make their own decisions to advertise and sell the products at any price they choose, without consulting or advising ETB. Similarly, ETB will exercise its right to make its own decisions regarding authorized Resellers, supplemental marketing materials, point-of-purchase displays, product allocation, new product availability, or future promotional, joint marketing, or sponsorship programs. ETB believes that its unilateral MAP Policy is clear and unambiguous. Should you have any questions regarding this Policy, however, please direct them to your designated ETB sales representative. The only parties authorized to make any modifications to this MAP Policy are ETB's VP of Sales or an Officer of the company. No employee or sales representative has the authority to modify this MAP Policy in any way. Any request or attempt to solicit or obtain the consent or agreement of any party to comply with this Policy, is unauthorized and invalid.



EAT THE BEAR 2017 PRICING	Product UPC	30% off Wholesale	Wholesale	MAP	MSRP
ETB Bare Isolate Whey Protein - Vanilla	793573093363	\$29.50	\$42.14	\$39.99	\$47.99
ETB Bare Isolate Whey Protein - Chocolate	793573093370	\$29.50	\$42.14	\$39.99	\$47.99
ETB Bare Isolate Whey Protein - Ice Cream Sandwich	700220139596	\$29.50	\$42.14	\$39.99	\$47.99
ETB Bare Isolate Whey Protein - Cinnamon Bun	793573092199	\$29.50	\$42.14	\$39.99	\$47.99
ETB Bare Isolate Whey Protein - Chocolate Peanut Butter	793573151117	\$29.50	\$42.14	\$39.99	\$47.99
ETB Bare Isolate Whey Protein- Mint Chocolate	637262796961	\$29.50	\$42.14	\$39.99	\$47.99
ETB Naturally Whey Protein - Chocolate (1.6lb)	637262797098	\$24.48	\$34.97	\$33.99	\$39.99
ETB Naturally Whey Protein - Vanilla (1.6lb)	637262797081	\$24.48	\$34.97	\$33.99	\$39.99
ETB Naturally Grass-Fed Whey Protein - Blueberry Muffin (1.6lb)	850853007066	\$24.48	\$34.97	\$33.99	\$39.99
ETB Naturally Casein - Chocolate (1.6lb)	637262797128	\$26.46	\$37.80	\$33.99	\$39.99
ETB Naturally Casein - Vanilla (1.6lb)	637262797111	\$26.46	\$37.80	\$33.99	\$39.99
ETB Bare Mass - Chocolate (5LB)	637262797289	\$35.00	\$50.00	\$50.00	\$59.99
ETB Bare Mass - Vanilla (5LB)	637262797296	\$35.00	\$50.00	\$50.00	\$59.99
ETB Bare Energy - Pre workout - Watermelon	637262797241	\$28.20	\$40.28	\$29.99	\$44.99
ETB Bare Energy - Pre workout - Cool Blue	637262797258	\$28.20	\$40.28	\$29.99	\$44.99
NaturaLean - Fat Burning Capsules - 90 count	637262797135	\$23.80	\$34.00	\$29.99	\$39.99
ETB Bear Essentials for Him - tablets - 90 count	633131651218	\$16.32	\$23.32	\$21.99	\$24.99
ETB Bear Essentials for Her - tablets - 90 count	633131651225	\$16.32	\$23.32	\$21.99	\$24.99
Bare Aminos- BCAA Powder- Lemonade	793573149473	\$23.99	\$34.27	\$34.99	\$39.99
Bare Aminos- BCAA Powder- Green Apple	850853007035	\$23.99	\$34.27	\$34.99	\$39.99
Bare Aminos - BCAA Powder- Tropical Orange	850853007028	\$23.99	\$34.27	\$34.99	\$39.99
10 Pack / Travel Pack: Cinnamon Bun	637262797302	\$16.98	\$24.25	\$24.25	\$40.49
10 Pack / Travel Pack: Ice cream Sandwich	637262797319	\$16.98	\$24.25	\$24.25	\$40.49
10 Pack / Travel Pack: Naturally Vanilla	637262797326	\$16.98	\$24.25	\$24.25	\$40.49
10 Pack / Travel Pack: Naturally Chocolate	637262797333	\$16.98	\$24.25	\$24.25	\$40.49