



To: Retailers of Growing Naturals  
RE: Minimum Advertised Price (MAP)

In order to maintain the reputation of Growing Naturals' award winning products and solid after sales support, we must institute a policy of minimum advertised price standards for all Growing Naturals products. This Minimum Advertised Pricing Policy (MAP) is not new, but needs to consistently be reinforced;

Effective January 1<sup>st</sup>, 2014, Growing Naturals has enforced its new Terms of Sale.

These Terms of Sale enclose a provision whereby Growing Naturals will license its trademark to retailers. The retailers must use the trademarks in harmony with Growing Naturals' guidelines. Retailers cannot use the trademarks in any way that will diminish the superior status of the brand, including, but not limited to:

- Using the Growing Naturals logos, trademarks and marketing products in any way or for any purpose other than as authorized by Growing Naturals.
- Advertising the Growing Naturals products for a price less than what Growing Naturals has instituted as its Minimum Advertised Price (MAP), currently 30% below SRP. (Example: \$19.99 retail, MAP would be \$13.99)
- Providing web content that does not obey to FDA/FTC structure/function claim guidelines.

Growing Naturals will be monitoring this policy by:

- A. Regular internet sweeps using a list of all websites publishing a Growing Naturals' trademark
- B. Using a web monitoring service that will alert us of who is using our brand online (both trademarks and logos)
- C. Growing Naturals customers will participate in a "Consumer Watch" policy, where they notify us of any violation of our Terms of Sale

Growing Naturals will be enforcing this policy by:

1. Contact will first be made to communicate the violation and give the retailer 48 hours to comply with our Terms of Sale. All pending orders will be suspended until our terms are met.
2. If after 48 hours there is no compliance, the consent of license will be revoked and the account will be closed.

This rule has been established to protect Growing Naturals from the deception found with mail order and internet outlets. This fraudulent activity could jeopardize the future availability of Growing Naturals' products online.

Retailers are not forced to sell the products at the Minimum Advertised Price, they can raise the prices as they see fit. However, retailers are not allowed to advertise the products below the MAP, which is 30% off the SRP.

Thank you for your cooperation,  
Growing Naturals