



Herbal ZAP Minimum Advertised Price Policy (MAP)

In order to protect the HERBAL ZAP's reputation as a superior, premium product, HERBAL ZAP has adopted a Minimum Advertised Price Policy.

The policy states as follows:

HERBAL ZAP has established a Minimum Advertised Price for selected HERBAL ZAP products. With respect to products for which a Minimum Advertised Price is specified on the current and most recent HERBAL ZAP Price List (Exhibit A), it is HERBAL ZAP's unilateral policy to allow twenty-four (24) hours to bring advertising into compliance or HERBAL ZAP will cease supplying for a period of sixty (60) days, the product(s) in question to any dealer whose advertising of the product (or to any distributor who sells to a dealer whose advertising of the product): (i) fails to display a price equal to or greater than the Minimum Advertised Price for the product as specified on the current HERBAL ZAP price list; (ii) contains a price lower than the Minimum Advertised Price set forth in the current HERBAL ZAP Price List. HERBAL ZAP's unilateral policy is to cease supplying for a period of ninety (90) days for any second violation, one hundred and twenty (120) days for any third violation, and one (1) year for any subsequent violation of this policy as noted above.

This policy applies to all forms of dealer advertising including mailings, catalogs, displays at consumer exhibitions and shows, and any and all other forms of advertising media, including, without limitation, the Internet and any other electronic network or media. Any price information relating to HERBAL ZAP products on an Internet website or in email which can be accessed directly through any hypertext link or by any other method which uses the hypertext transfer protocol (http) is considered to be advertising for purposes of this policy. Electronic mail sent in direct response to a customer inquiry is not considered to be advertising.

This policy only concerns advertised prices, and does not relate to actual sales prices of any item. Further, this policy applies equally to all HERBAL ZAP distributors and dealers.

The foregoing is a statement of HERBAL ZAP's unilateral policy and expresses the terms upon which we will deal with our customers. This policy may be modified by HERBAL ZAP from time to time. HERBAL ZAP does not seek, nor will it accept, any agreement or understanding with respect to the prices you may advertise or charge at any time.

HERBAL ZAP SALES PERSONNEL HAVE NO AUTHORITY TO MODIFY OR GRANT EXCEPTIONS TO THIS POLICY OR HAVE ANY COMMUNICATIONS WITH ANY RESELLER REGARDING VIOLATIONS OF THIS MAP POLICY. All questions or comments regarding this MAP policy are to be directed to the policy administrator at info@herbalzap.com. The policy administrator shall be solely responsible for determining whether a violation of the policy has occurred, communicating decisions to resellers regarding the policy and receiving any communication regarding sanctions imposed under this policy.

Contact Information

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EXHIBIT A

Herbal ZAP - Herbal ZAP™ - UPC Codes Price List (effective 9/1/13)

Herbal ZAP - Herbal ZAP™				
Brand	Item Description	Unit	UPC	MAP
Herbal ZAP	Immune Support	10 pack	794504868012	\$4.99
Herbal ZAP	Immune Support	25 pack	713757248402	\$14.99
Herbal ZAP	Immune Support	Individual	794504144314	\$0.50