

## **MINIMUM ADVERTISED PRICING POLICY (MAPP)**

As part of the continuing efforts by Master Supplements Inc. (“MSI”) to ensure product integrity and sustainable profitability, and avoid intra-brand channel conflict, MSI enforces this minimum advertised pricing policy (“MAPP”). **Minimum Advertised Prices are established based upon a 25% mark down on MSI’s Minimum Suggested Retail Price.**

Our MAPP applies only to minimum advertised prices and does not apply to the price at which MSI’s products are actually sold, or to advertised prices higher than the unilateral minimum advertised prices established by MSI from time to time. It is entirely within the discretion of each Vendor whether to agree to comply or not comply with our MAPP. Although Vendors remain free to establish their own resale prices, MSI reserves the right to, without assuming any liability, refuse to fulfill orders for any Vendors who do not comply with our MAPP. Violators of our MAPP will be notified and given thirty (30) days to comply. Failure to comply with our MAPP gives MSI the right to refuse fulfillment of future orders.

This MAPP has been unilaterally adopted by MSI and will be uniformly enforced. MSI will not alter its MAPP for any particular Vendor. MSI reserves the right, in its sole discretion, to change the MAPP as set forth herein at any time and will provide written notice of any such change. Our MAPP applies to all advertisements of specific MSI 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, television, radio and public signage.

Your compliance with the terms herein includes any and all parties or business entities that may be under your control or otherwise affiliated with you that act as third party sellers of MSI products. If MSI discovers undisclosed resellers related to you that are in violation of our MAPP, MSI reserves the right to refuse future order fulfillment to all involved parties.

We greatly appreciate your cooperation in complying with our MAPP. If you have any questions or concerns, please feel free to contact MSI.

## MASTER SUPPLEMENTS - MINIMUM ADVERTISED PRICING POLICY (MAPP)

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<b>PRODUCT</b>	<b>UPC Code</b>	<b>MSRP</b>	<b>MAP</b>
Theralac®	804879057604	\$47.95	\$35.96
Granular Theralac®	804879230885	\$47.95	\$35.96
TruBifido®	804879522317	\$47.95	\$35.96
TruFlora®	804879146230	\$42.95	\$32.21
Enzalase®	804879057611	\$39.95	\$29.96
TruFiber®	804879110156	\$32.95	\$24.71
Theralac® Starter Pack	804879325624	\$19.95	\$14.96
TruFlora® Starter Pack	804879230908	\$19.95	\$14.96
Enzalase® Starter Pack	804879230946	\$19.95	\$14.96
TruBifido® Starter Pack	804879609643	\$19.95	\$14.96