

**Dear Valued Retailer,**

Maxi Health Research announces that we have adopted a Minimum Advertised Price (MAP) policy. All current and upcoming Maxi Health Products will be bound by this new policy.

The Online MAP policy is included below. Please save for your reference.

1. MAP Pricing is established by Maxi Health and may be adjusted at its sole discretion.
2. The MAP policy applies to all advertisements of Maxi Health products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, Internet or similar electronic media, television, radio, and public signage. The MAP policy is not applicable to any in-store advertising that is displayed and visible only in the store and not distributed to any customer(s).
3. The MAP for all Maxi Health Products shall be **25%** less than the published list price provided by Maxi Health and Published in the Maxi Health Price list.
4. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone. Maxi health retailers remain free to sell these products at any prices they choose.
5. MAP does not establish maximum advertised prices. All dealers and sales representatives may offer Maxi Health products at any price in excess of the MAP. Internet auctions may not display or have reserved bid or other acceptable prices below the MAP price.
6. This MAP policy does not in any way limit the ability of any retailer to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price", that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.
7. Intentional or repeated failure to abide by this policy will result in termination of dealership or sales representatives. Maxi Health does not intend to do business with retailers or sales representatives who degrade the image of Maxi Health and its products. From time to time Maxi Health may discontinue products or engage in promotions with respect to certain products. In such events, Maxi Health reserves the right to modify or suspend the MAP with respect to the affected products and will notify all dealers of such change.
8. The terms of this MAP policy are confidential and should not be disclosed to other parties.
9. Maxi Health has implemented tracking technology to track violation of this policy.

Continued on next page

Continued from previous page

This MAP policy has been established by Maxi Health to help ensure the legacy of Maxi Health as a top producer of high performance, high quality, ergonomic seating products and accessories and to protect the reputation of its name and products. The MAP policy is also designed to ensure dealers and sales representatives have the incentive to invest resources into services for Maxi Health customers.

If you have any additional questions please contact the sales department at 718-787-7235

Maxi Health appreciates your continued support,

Sincerely,  
Maxi Health Research

UNFI Code	Product Name	Suggested Retail Price	Minium Advertised Price
042187-5	B-12 LOZENGES EA 1/180 LOZ	<b>41.95</b>	<b>31.46</b>
042211-3	CAL-MAX EA 1/180 TAB	<b>32.95</b>	<b>24.71</b>
156274-3	CALCI-YUM CHEWS STRWBRY EA 1/90 TAB	<b>18.95</b>	<b>14.21</b>
044298-8	CHEWABLE KIDDIVITE EA 1/90 CHEW	<b>28.95</b>	<b>21.71</b>
013523-6	D3 LIQUID 1000 IU EA 1/1 FZ	<b>22.95</b>	<b>17.21</b>
013478-3	D3-1000 IU EA 1/90 TAB	<b>6.95</b>	<b>5.21</b>
013493-2	D3-2000 IU EA 1/90 TAB	<b>12.95</b>	<b>9.71</b>
013509-5	D3-5000 IU EA 1/90 TAB	<b>14.95</b>	<b>11.21</b>
151085-8	GREEN COFFEE COMPLEX EA 1/60 CAP	<b>36.95</b>	<b>27.71</b>
081685-0	HI-PO DOPHILUS EA 1/60 CAP	<b>48.95</b>	<b>36.71</b>
151098-1	<b>IMMUNE SUPPORT</b> EA 1/2 FZ	<b>17.95</b>	<b>13.46</b>
037558-4	LIQUID MELATONIN DROPS EA 1/2 FZ	<b>23.95</b>	<b>17.96</b>
151092-4	MAXI B-12 5000 CHEWABLE EA 1/60 TAB	<b>24.95</b>	<b>18.71</b>
042189-1	MAXI B-COMPLEX 50 EA 1/100 CAP	<b>14.95</b>	<b>11.21</b>
072809-7	MAXI BIOTIC 450 EA 1/90 CAP	<b>27.95</b>	<b>20.96</b>
151091-6	MAXI BIOTIN 5000 EA 1/60 CAP	<b>14.99</b>	<b>11.24</b>
042197-4	MAXI C-1000 EA 1/100 TAB	<b>13.95</b>	<b>10.46</b>
042349-1	MAXI CAL 1000 EA 1/180 CAP	<b>32.95</b>	<b>24.71</b>
151086-6	MAXI G-C CMLPX GARC CAMB EA 1/60 CAP	<b>36.95</b>	<b>27.71</b>
042309-5	MAXI HEALTH SUPREME EA 1/180 TAB	<b>51.95</b>	<b>38.96</b>
042327-7	MAXI KYOLIC LIQUID EA 1/4 FZ	<b>30.95</b>	<b>23.21</b>
081243-8	MAXI LIQUID IRON EA 1/8 FZ	<b>32.95</b>	<b>24.71</b>
081246-1	MAXI LYSINE COMPLEX EA 1/60 CAP	<b>21.95</b>	<b>16.46</b>
076859-8	MAXI OMEGA 3 2000 EA 1/100 VCAP	<b>41.95</b>	<b>31.46</b>
043218-7	MAXI OMEGA 3 CONCENTRATE EA 1/180 CAP	<b>86.95</b>	<b>65.21</b>
043220-3	MAXI OMEGA 3 CONCENTRATE EA 1/90 CAP	<b>45.95</b>	<b>34.46</b>

151088-2	MAXI PRENATAL CHEWABL EA 1/90 CT	<b>28.95</b>	<b>21.71</b>
020839-7	MAXI TEEN SUPREME HERS EA 1/60 CAP	<b>21.95</b>	<b>16.46</b>
020840-5	MAXI TEEN SUPREME HIS EA 1/60 CAP	<b>21.95</b>	<b>16.46</b>
042359-0	MAXIVITE ONE A DAY EA 1/90 TAB	<b>32.95</b>	<b>24.71</b>
094631-9	MEL-O-CHEW EA 1/100 CHEW	<b>14.95</b>	<b>11.21</b>
108988-7	MEL-O-CHEW EA 1/200 TAB	<b>26.95</b>	<b>20.21</b>
155496-3	MULTIYUMS MULTIVITAMIN EA 1/90 CHEW 17.40	<b>28.95</b>	<b>21.71</b>
042393-9	NATUREMAX PLUS CHOCOLATE EA 1/1 LB	<b>39.95</b>	<b>29.96</b>
042397-0	NATUREMAX PLUS VANILLA EA 1/1 LB	<b>39.95</b>	<b>29.96</b>
151090-8	OMEGA YUMS 1000 CHEWABLE EA 1/110 CT	<b>39.95</b>	<b>29.96</b>
081318-8	ORALDOPHILUS CHEWABLE EA 1/100 TAB	<b>31.95</b>	<b>23.96</b>
094609-5	PREMIUM ENZYMAX COMPLEX EA 1/60 CAP	<b>38.95</b>	<b>21.71</b>
081249-5	PRENATAL ONE EA 1/60 TAB	<b>23.95</b>	<b>17.96</b>
081273-5	SEAWEED SUPREME EA 1/60 CAP 10.80	<b>17.95</b>	<b>13.46</b>
042391-3	SUPER GLUCOSAMINE COMPLEX EA 1/90 CAP 25.05	<b>39.95</b>	<b>29.96</b>