



Minimum Advertised Pricing Policy

Effective April 15, 2013

Rich Vitamins LLC has established its brands, alternaVites and alternaVites Kids, as premium brands. In order to retain its image and protect margins from eroding, Rich Vitamins has established a Minimum Advertised Pricing Policy (MAP).

As a condition to being a retailer, dealer, or distributor of Rich Vitamins LLC's brands (alternaVites & alternaVites Kids), it is essential that the following terms and conditions be met.

1. MAP is defined as Suggested Retail Price less 15%.

UPC	Product	MSRP
855400200006	alternaVites Kids (Strawberry Bubblegum)	15.99
855400200013	alternaVites Kids (Raspberry Cotton Candy)	15.99
855400200075	alternaVites Kids Vitamin C	15.99
855400200082	alternaVites Kids Vitamin D	15.99
855400200099	alternaVites Kids Calcium	19.99

2. Temporary Price Reductions (TPR), Online Specials, Line Drives, and Online Coupons may be allowed with prior approval.
3. All dealers who list Rich Vitamins LLC products on third party websites such as Amazon, eBay, and other internet shopping sites cannot offer an immediate purchase price that is lower than Rich Vitamins LLC's MAP.
4. The MAP policy will apply to all advertisements of Rich Vitamins LLC brands in any print or electronic media, which includes but is not limited to, email solicitations, internet sales, mailers, inserts, catalogs, radio, internet video, print media of any sort and public signage. Internet auctions may not display or have reserved bids or accept prices below the MAP.
5. Wording as such as "click to" or "call for" or "email for" or "low prices" or any similar phrases or symbols that indicate that there is lower pricing than the MAP may not be used in any type of advertising as outlined above.

Any violation of the Rich Vitamins LLC MAP policy can result in immediate termination of any and all rights as a retailer, dealer or distributor of its brands.

Rich Vitamins LLC reserves the right to modify or cancel the terms of this MAP policy at any time and without notice.

Thank you for your continued support of our products.

Sincerely,

Hallie Rich
Founder & President