



## **Minimum Advertised Pricing Policy / Agreement**

The MAP policy shall work under the following guidelines: The MAP for SDC Nutrition, Inc. products shall be as follows-

- About Time Whey Protein Isolate 2lb - \$42.99
- About Time Zz Nighttime Casein 2lb - \$42.99
- About Time ProHydrate RTD case - \$35.99
- About Time Ve Vegan Protein 2lb - \$29.99
- About Time Protein Pancake Mix - \$21.99
- About Time AUX Pre Workout - \$29.99
- About Time Fruit, Nut & Protein Bars - \$29.99
- About Time Daily Cleanse - \$34.99
- About Time Joint Formula - \$29.99
- About Time Women's MultiVitamin - \$29.99

MAP pricing is established by SDC Nutrition and may be adjusted by SDC at its sole discretion. The MAP policy applies to all advertisements of SDC Nutrition 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 inclusion in advertising of free or discounted products (whether made by SDC Nutrition or another manufacturer) with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP. If pricing is displayed, any strike-through or other alteration of the Minimum Advertised Price is prohibited. MAP does not establish maximum advertised prices. All retailers and sales representatives may offer SDC 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. SDC's MAP policy does not in any way limit the ability of any dealer 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. Retailer agrees to hold all trademarks of SDC Nutrition as the property of SDC Nutrition and use advertising materials provided by SDC in an authorized manner only. Intentional or repeated failure to abide by this policy will result in termination of retailer relationship or sales representatives. SDC Nutrition does not intend to do business with retailers or sales representatives who degrade the image of SDC and its products.

SDC Nutrition, Inc. (SDC) actively supports the advertising and promotion of its products by its retailers and sales representatives through materials provided by SDC at no or nominal cost. Effective August 1, 2014, a Minimum Advertised Price (MAP) on all SDC products will be in effect. This policy applies to ALL retailers and sales representatives. We have implemented this MAP policy to preserve our strong reputation for providing customers with high value products and valued after sales support. We greatly appreciate the efforts of all resellers to distribute our products and support their customers.

This MAP policy has been established by SDC to help ensure the legacy of SDC as a top producer of high quality supplements and to protect the reputation of its name and products. The MAP policy is also designed to ensure retailers and sales representatives have the incentive to invest resources into services for SDC customers.