



Teelah, Corp., 1650 63rd St. Brooklyn, NY 11204
1-866-727-2483 | info@teelah.com

Minimum Advertised Pricing Policy Agreement

Effective January 1, 2017, a Minimum Advertised Price (MAP) on all Teelah products will be in effect.

Teelah has built a brand with strong recognition and a high perceived value. By not adhering to the established Minimum Advertised price (MAP) a reseller can have a dramatic effect of diminishing from the perceived value of the Teelah brand and its products. Therefore, all resellers must abide by the following requirements and restrictions.

The MAP policy shall work under the following guidelines:

- 1) The Minimum Advertised price on all Teelah products will be as published on the Teelah price sheet. MAP pricing is established by Teelah and may be adjusted by Teelah at its sole discretion.
- 2) The MAP for all Teelah products shall be no more than the MSRP provided on the Teelah Price Sheet.
- 3) The MAP policy applies to all advertisements of Teelah products in 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 only in the store and not distributed to any customer(s).
- 4) MAP applies only to advertised prices and does not apply to the price at which all the products are actually sold or offered for sale to an individual consumer within the dealer's retail location or over the telephone.
- 5) Negotiated contracts: From time to time it may be explicitly approved by Teelah in writing to sell certain Teelah products at below MAP pricing. The discount amount and length of time will be determined at the time of this approved promotion by Teelah.
- 6) Teelah may run a sale from time to time and in such case the MAP will be the same as the sale price on those items and on those particular dates. Teelah will send out a notice in advance on the details of this special.
- 7) Sales representatives of Teelah products will supply a copy of the Teelah MAP policy to any new or existing reseller.

TEELAH CORP

Description		Count	UPC	MAP	MSRP
Yum-V's for Children					
9052-06-YUM	MULTIVITAMIN PLUS MULTIMINERAL JELLIES	60	899105001094	\$9.99	\$12.99
9052-12-YUM	MULTIVITAMIN PLUS MULTIMINERAL JELLIES	120	899105001681	\$14.99	\$17.99
9053-06-YUM	VITAMIN C JELLIES	60	899105001759	\$9.99	\$12.99
9054-06-YUM	VITAMIN D 1000IU JELLIES	60	899105001162	\$9.99	\$12.99
9055-06-YUM	IMMUNE SAMBUCUS JELLIES	60	899105001230	\$9.99	\$14.99
9052-06-YUM	MULTI -V MILK CHOCOLATE	60	899105001551	\$12.49	\$14.99
8070-04-YUM	CALCIUM+D WHITE CHOCOLATE	40	899105001179	\$8.99	\$12.99
8087-04-YUM	PROBIOTICS 1B WHITE CHOCOLATE	40	899105001643	\$9.99	\$14.99
8088-04-YUM	PROBIOTICS 1.5 B MILK CHOCOLATE SUGAR FREE	40	899105001605	\$12.99	\$15.99
8061-03 - YUM	CHOCOMEGA OMEGA 3 DHA/EPA MILK CHOCOLATE	30	899105001254	\$16.99	\$18.99

Yum V Complete for Adults					
9057-06-YMC	MULTIVITAMIN JELLIES	60	899105001766	\$9.99	\$13.49
9063-06-YMC	MULTIVIAMIN FOR TEENS JELLIES	60	899105001889	\$9.99	\$13.49
9058-06-YMC	VITAMIN C + ECHINACEA JELLIES	60	899105001773	\$9.99	\$13.49
9059-06-YMC	VITAMIN D 2000IU JELLIES	60	899105001780	\$9.99	\$12.99
9056-06-YMC	IRON WITH C JELLIES	60	899105001711	\$9.99	\$12.99
8083-04-YMC	PROBIOTIC ADULT WHITE CHOC SUGAR FREE	40	899105001872	\$13.49	\$14.99
9071-06 -YMC	MULTIVITAMIN WITH IRON	60	856023007058	\$9.99	\$13.49
9011-06-YMC	TURMERIC JELLIES	60	899105001056	\$12.99	\$14.99
8080-04-YMC	PROBIOTIC w CALCIUM ADULT WHITE CHOC	40	899105001346	\$14.99	\$16.99
8101-04-YMC	HEARTBURN RELIEF CHOCOLATE BITES	40	899105001988	\$7.99	\$8.99
8062-03-YMC	CHOCOMEGA OMEGA CHOCOLATE FOR ADULTS	30	899105001841	\$16.99	\$18.99