



Life Line Foods, LLC Life Line

Foods, LLC iMAP Policy

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Effective January 1, 2021

The following internet Minimum Advertised (“iMAP”) Policy of Life Line Foods, LLC (Referred to in this iMAP Policy as “LLF”) applies to all resellers and retailers selling through Online locations and/or advertising through Electronic Media (collectively “Resellers”) and purchasing through UNFI, Select and/or Honest Greens distribution (“Distributor”).

- I. LLF has established this iMAP Policy for its products. The iMAP Policy applies to all Online Locations for any LLF product and to all Electronic Media. “Online Location” is defined as any virtual place where end-users can purchase LLF products, including the Internet and websites. “Electronic Media” means to all advertisements for any LLF products in any and all virtual/online/electronic media, including, but not limited to the Internet, websites, shopping carts, newspapers, magazines, catalogs, flyers, coupons, mailers (including eBlasts, etc), email and the like.
- II. The iMAP Policy specifically includes a maximum allowed advertised discount of up to fifteen (15%) percent off “single item” Manufacturer Suggested Retail Price (MSRP) as indicated by the current published pricing supplied by LLF. The exception will be any special promotion preapproved in writing by LLF.
- III. The final advertised sales price remains totally at Resellers' discretion within the agreed Internet Minimum Advertised Price policy to be anywhere between zero and fifteen percent (15%) off MSRP.
- IV. Listing the iMAP Price in an advertisement with a slash or X through the price, or other alteration of the MAP price, is a violation of the iMAP Policy.

- V. No reference shall be made to the existence of a MAP policy that precludes showing a lower price from being advertised.

IMAP Policy Violations

- I. Reseller must comply within 5 business days of receiving this policy to ensure that all pricing is within iMAP discount limits. If Reseller is found to be in violation after this policy is in place or when internet is policed Reseller's discount will be eliminated and/or relationship with LLF is in jeopardy of being terminated.
- II. The distributor will also be notified to suspend shipment or account from future orders.

Trademark Materials

- I. All trademarked materials include but not limited to LLF Buried Treasure, Buried Treasure Liquid Nutrients product name and/or product title, product label, product supplement facts label, product description as only approved by LLF, product pricing and product value.
 - a. Product label includes entire product label printed by LLF.
 - b. Product label includes but not limited to the product name, product subtitle(s), product description, product directions, product warnings, product supplement facts.
- II. Any display of above said materials must be supplied from LLF.
- III. Any display of above said materials that do not comply with current LLF iMAP, current product descriptions and/or product labels, product names/titles will be considered an infringement of LLF trademark.
 - a. Any infringement of trademark materials must be removed or updated immediately of receiving notice or receipt of this policy.

Acknowledgements

- I. LLF may modify or terminate this Policy at any time. Likewise, LLF may suspend this Policy for certain promotions or time periods at its sole discretion. LLF will notify Resellers at least thirty (30) days in advance of any change to the MAP price, and Resellers must implement the new MAP Price by the end of such thirty (30) day period.
- II. LLF is establishing this Policy unilaterally without Reseller involvement. Resellers are not required to or even allowed to assent to this Policy. Resellers may choose to follow the Policy or not, understanding that failure to follow the Policy will lead to the consequences identified above. The terms of this Policy are non-negotiable and will not be altered or suspended for any

particular Reseller(s). LLF will not discuss any conditions of acceptance of or related to the Policy.

- III. By purchasing product through Distributor reseller is automatically entering into agreement and agrees to adhere to LLF iMAP policy.
- IV. Reseller must use most current product content and product imagery only approved by and provided by LLF.

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