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MINIMUM ADVERTISED PRICE (MAP)
AND AMAZON ASIN POLICY
Effective Date May 1, 2020

Dr. Tung's Products, Inc. (hereinafter DrTung's) is adopting this Minimum Advertised Price ("MAP") policy to preserve its strong reputation for providing customers with high value products and strong after-sales support, and to ensure its Reseller-product relationships are fair and consistent. DrTung's greatly values the efforts by all approved Resellers to distribute its products and this policy is designed to ensure that Resellers and Distributors have the incentive to invest resources into reaching DrTung's customers.

As a condition of being an authorized Reseller of DrTung's products, adherence to the following terms and conditions is required. Failure to abide by these terms and conditions will ultimately result in Reseller being discontinued as an authorized Reseller for DrTung's line of products. Any Distributor of DrTung's products must supply a copy of this MAP policy to any new or existing Reseller of the products.

1. The MAP policy applies to all locations for any DrTung's product including any and all on-line, internet and like electronic media. The MAP policy applies to all advertisements for any DrTung's products in any and all media, including - but not limited to - inserts, newspapers, magazines, catalogs, public signage, billboards, any other print media, television, radio, e-mail, internet websites or other ecommerce, flyers, posters, coupons, brochures, any use of hypertext protocol or internal links to a web-based shopping cart and any other electronic media. The policy is not applicable to any in-store advertising that is displayed only in a store location and not distributed to any customer.
2. The MAP policy specifies a maximum allowed advertised discount of up to twenty five percent (25%) off the established Manufacturer Suggested Retail Price ("MSRP") as indicated by DrTung's current published MSRP pricing. The exception will be any special promotion pre-approved in writing by DrTung's.
3. The inclusion in advertising of free, discounted products or bulk or bundled packs (whether made by DrTung's or another manufacturer) with a product covered by this MAP policy, violates the MAP policy if it has the effect of discounting the advertised price of the covered DrTung's product more than allowed by paragraph 2.
4. Internet auctions may not display or have reserved bid or other acceptable prices below the advertised price allowed by paragraph 2.
5. Pricing listed on an internet site is considered an "advertised price" and is covered by this policy. However, if the pricing is associated with an intent to purchase the price becomes the selling price and is not bound by this policy. Statements such as "add to cart for price," "call for price," and the like that do not include an advertised price are acceptable under the policy. However, website features such as "click for price", automated "bounce-back" pricing e-mails, pre-formatted e-mail responses, forms, and automatic price display for any

items prior to being placed in a customer's shopping cart, and other similar features are considered to be communications initiated by the dealer (rather than by the customer) and thereby constitute "advertising" under this MAP Policy.

6. If pricing is displayed in other than a brick-and-mortar retail store, any strike-through or other alteration of the Minimum Advertised Price is prohibited. DrTung's prohibits the use of indirectly advertising a price lower than the MAP price through tactics like "click to see pricing" or "call for pricing" on webpages or in advertisements.
7. It is a violation to advertise through any third-party auction site such as eBay with a starting bid price or "Buy it Now" option that is less than MAP. Best offer auctions are not allowed without a reserve greater than or equal to MAP.
8. This MAP policy does not establish maximum advertised prices. Resellers may advertise DrTung's products at any price in excess of MSRP or the MAP allowed in paragraph 2.
9. The final sales price remains fully at Reseller's discretion. The MAP policy applies only to the advertised price. At a retail location of Reseller or over the phone, a price communicated to an individual consumer remains within the Reseller's sole discretion. Reseller may sell DrTung's products at prices above, at, or below MSRP as it sees fit. Discounts applying to an entire order based on a customer's shopping history with Reseller do not violate this MAP policy.
10. This MAP policy is unilateral policy upon which DrTung's is willing to market its products, and therefore not subject to negotiation. Sales personnel have no authority to modify this policy. This MAP policy is not a contract or agreement, and DrTung's will not discuss your pricing, the pricing of others, or this policy beyond its terms.
11. DrTung's may periodically engage in promotions with respect to certain products. In such cases, DrTung's may, at its discretion, modify or suspend the MAP with respect to the affected products, and notify Resellers of such change. The policy does not apply to products designated by DrTung's as discontinued.
12. DrTung's retains the right to modify MSRP of all or certain products at any time and Resellers must implement the changes within 30 days of such modification.
13. DrTung's is the Brand Owner on Amazon Brand Registry, to help manage the brand and products, and protect against intellectual property infringements, policy violations, Amazon violations, etc. Resellers selling or advertising DrTung's products on Amazon acknowledge DrTung's Brand Ownership and right to manage all content relating to DrTung's brand and products. Resellers must only list DrTung's products under the ASINs (Amazon Standard Identification Numbers) listed in Appendix A. Specifically, resellers are prohibited from either creating new ASINs for any individual DrTung's SKU (whether sold individually or in multiples), or using an existing DrTung's ASIN that is not listed in Appendix A. Such violation is immediate grounds for termination of Reseller's relationship with DrTung's. In addition, DrTung's reserves the right to restrict or remove Resellers and/or ASINs without notice if this policy is violated.
14. This MAP policy may be adjusted by DrTung's at its sole discretion.
15. Such adjustments shall be uniformly applied to all DrTung's Resellers.

16. Current MSRP will always be available in writing or by email, or posted or supplied by your Distributor, or viewable by registered Resellers on drtungs.com. All Resellers are responsible for checking the current MSRP Listing and MAP policy for accurate information.
17. A violation of this policy is immediate grounds for termination of Reseller's relationship with DrTung's. DrTung's need not provide prior notice or issue warnings before taking any action under this policy. The non-enforcement of this MAP policy in any instance shall not be deemed a waiver of DrTung's right to strictly enforce at any time. Any action taken by DrTung's under this MAP Policy shall be without liability to DrTung's.

This MAP policy has been established by DrTung's as a necessary component to help ensure its legacy as a top producer of premium products and to protect the reputation of its name, goodwill, standards, marks, and products.

Any questions about this policy should be strictly in writing and directed to DrTung's at mapadmin@drtungs.com. No oral communications about this MAP Policy are authorized.



APPENDIX A: List of permissible Amazon Item Numbers (ASINs)

ASIN	Amazon Description	UPC
B00064JGBO, B0711M55BY, B0015MZEMY	Dr. Tung's Tongue Cleaner, Stainless Steel (colors may vary)	019373911219
B07ZHV8N7S	Dr. Tung's Copper Tongue Cleaner	019373912513
B00CQ7QHXY, B01678Y3DS, B01BMT8Y9G,	Dr. Tung's Smart Floss, 30 yds, Natural Cardamom Flavor, Colors May Vary	019373711215
B07GJQS4Q2	Dr. Tung's Activated Charcoal Floss - Vegan	019373755912
B000L9BBNA, B002LMDBD8	Dr. Tung's Ionic Toothbrush System with Replacement Head	019373821013
B0061XSIFO	Dr Tung's Ionic Toothbrush Replacement Brush Heads	019373821013
B011237OWS	Dr. Tung's Oil Pulling Concentrate 1.7 FL.Oz.	019373840007
B001FUAQ26, B00CKXC8LO, B00WZNB LDA	Dr. Tung's Snap-On Toothbrush Protection, 2 Count - Assorted colors	019373951154
B002ZOXC8	Dr. Tung's Kid's Toothbrush Protection, 2 Count - Assorted colors	019373952557
B009ZLVRA2, B00DUFN4K	Dr. Tung's Perio Sticks THIN (80 Count)	019373731213
B00B7VANPS, B008GTRZF0	Dr. Tung's - Perio Sticks Plaque Removers X-THIN -(100 Count)	019373732319
B01CLOZBPG	Dr. Tung's Rejuv for Gums, 1.7 Fl. Oz.	019373822508

APPENDIX B: MAP PRICING - April 2020

ITEM	UPC	Description	MSRP	MAP
91121	019373911219	DrTung's Stainless Steel Tongue Cleaner	\$8.40	\$6.30
91251	019373912513	DrTung's Copper Tongue Cleaner	\$10.95	\$8.21
71121	019373711215	Smart Floss® - 30yds	\$4.95	\$3.71
75591	019373755912	Activated Charcoal Floss - Vegan	\$5.95	\$4.46
82101	019373821013	Ionic Toothbrush System	\$32.95	\$24.71
82122	019373821228	Ionic Toothbrush Replacement Heads	\$14.25	\$10.69
84000	019373840007	DrTung's Oil Pulling Concentrate	\$18.95	\$14.21
95115	019373951154	Snap-on Toothbrush Protection	\$5.90	\$4.43
95255	019373952557	Kids Snap-on Toothbrush Protection	\$5.90	\$4.43
73121	019373731213	Perio Sticks - THIN (80 ct)	\$4.85	\$3.64
73231	019373732319	Perio Sticks - X-THIN (100 ct)	\$4.85	\$3.64
82250	019373822508	REJUV for gums	\$18.95	\$14.21