

**PENN HERB COMPANY, LTD. - OLBAS MAP POLICY**  
**Frequently Asked Questions (“FAQ’s”)**

Note that these FAQs are illustrative only, and to the extent there is any conflict, the MAP Policy controls.

**1. Are all forms of advertising covered by the Policy?**

A: All forms of advertising are covered; however the MAP Policy does not apply to any physical in-store advertising that is not distributed to customers.

**2. Are all SKU's/products covered by the MAP?**

A: No. Only the products listed in the Policy. The list may change over time, but any changes will be distributed to resellers and / or posted on the Olbas.com website.

**3. What if a reseller's printed weekly circular advertises a MAP Product at a price below the MAP price?**

A: The weekly circular violates the Policy.

**4. How often are the MAP Product prices updated in the Policy?**

A: Penn Herb Company Ltd. may update the prices periodically at its discretion, and will announce any changes to its resellers. Olbas.com will post a current list of MAP Products and prices.

**5. Can a reseller advertise a price higher than the listed MAP price?**

A: Yes.

**6. What types of advertising does the Policy prohibit?**

A: This Policy prohibits advertising a MAP Product below the MAP price, in any form, including, but not limited to any rebates, membership discounts, banner discounts, store-wide or department sales (20% off, buy-one-get-one-50% off), gift card or free gift with purchase, bundled product discounts or any other advertised discount on the Products that has the effect of discounting the advertised price of a MAP Product below the MAP price.

**7. Will advertising a storewide coupon with a discount (10% off everything in the store) violate this Policy?**

A: Yes, if the Products are advertised together with the coupon. In other words, the advertising should not display any MAP Product, in words or pictures, together with the storewide discount.

**8. Will a banner ad at the top of my website advertising a discount or promotion (e.g., 20% off all products) violate this Policy?**

A: Yes, if the MAP Products are advertised together with the banner ad.

**9. Does it violate the Policy to advertise a generic “\$5.00 off” a certain category of products, where some of the products are covered by the MAP Policy and some of them are not?**

A: Yes. This is a violation of the Policy unless the MAP Products are expressly excluded from the advertised discount.

**10. Does advertising a discounted bundle of products violate the Policy, where only one of the products is a MAP Product?**

A: Yes, it violates the Policy to advertise a MAP Product as part of a discounted bundle unless the MAP Product is clearly advertised at the MAP Price.

- 11. Does advertising a Gift Card (GC) or a Gift with Purchase (GWP) violate the Policy?**  
A: Yes, if the product to be purchased in order to qualify for the GC or GWP is a MAP Product.
- 12. What if a reseller's website mistakenly lists a SKU below the MAP price?**  
A: The Policy does not permit us to determine whether an advertisement was a "mistake" or not. Accordingly, the Policy will apply according to its clear terms.
- 13. What if a reseller has been cited for more than one SKU violation of the Policy?**  
A: The Policy will apply according to its clear terms for each SKU.
- 14. What if a reseller repeatedly violates the Policy?**  
A: A frequent violator of the Policy risks losing the privilege of selling our products and potentially being terminated as an account.
- 15. What if a reseller promises not to do it again?**  
A: Unfortunately, we cannot accept such promises nor do we ask you to promise to comply. Reinstatement is a decision made unilaterally by Penn Herb Company, Ltd.
- 16. Does this policy apply to the actual sale price of the products?**  
A: No. Every reseller is free to establish any sale price that they choose. This policy applies to the price at which the MAP Products are advertised off-site (i.e., not in the physical store), including all advertised discounts and rebates. The policy does not apply to the actual sales price in a store, or reflected on any "shopping cart page" of a website.
- 17. What if another reseller advertises a product below the MAP price and we match this advertised price in store?**  
A. This would not be a violation of the Policy, as long as you do not also advertise this price outside your store.
- 18. What should we do if another reseller advertises a product below the MAP price?**  
A. Nothing. We do not ask for, nor will we accept, complaints from a reseller about another reseller's advertised prices. Resellers should not attempt to enforce the MAP policy against other resellers.
- 19. If a retailer advertises a MAP Product below the MAP price, should the distributor stop selling to that retailer?**  
A: Distributors may sell to whomever they wish. Penn Herb Company, Ltd. is not asking distributors to assist with enforcing the MAP Policy. However, upon confirming a violation of the MAP Policy by a reseller, Penn Herb Company, Ltd. will warn the reseller of their violation and may be blocked from ordering in accordance with the Policy.
- 20. With whom can I discuss this policy?**  
A: If you would like to make a comment about the MAP Policy you may email the MAP Administrator Keith Page, at [keith@olbas.com](mailto:keith@olbas.com).