

Aidan Products Resale Agreement / Internet Minimum Advertising Policy

Date: 09/05/14

Aidan Products Resale Agreement / Internet Minimum Advertising Policy governs the internet resale of products from Aidan Products, a nutritional supplement company. This policy is provided to all new and existing customers as a benefit of being a valued customer, and we believe that through this policy we will create a better effort to help support your sales. As a condition of being an Internet Reseller of Aidan Products, it is essential that the following terms and conditions are adhered to.

Terms and Conditions

1. Aidan Products will establish the Minimum Advertised Price (MAP) for all of our products. The MAP may be adjusted by Aidan at its sole discretion upon seven (7) days; notice to you by email or facsimile. Such adjustments shall be uniformly applied to all Aidan distributors in the United States.

2. Aidan Products will establish which products are allowed to be sold or distributed online. Due to existing distributorship agreements, Stem-Kine is prohibited from being sold online, unless it is done through one of the following methods:

- If an online dispensary is used, it must be accessed with a password protection that is given to the patient by the healthcare practitioner. Any information regarding the pricing must be limited to the password-protected section of the online dispensary.
- Any listing of the product on your website should not be visible to search engines; this should all exist behind a password-protected firewall.
- Stem-Kine is not to be sold to the general public, it is only to be provided by healthcare practitioners to their patients.

3. The MAP applies to all advertisements for Aidan products in any and all media, including, but not limited to: flyers, posters, brochures, special offers, coupons, mailers, emails, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio and other public displays.

4. For Internet Resellers the MAP specifically allows a maximum advertised discount of up to but no more than fifteen (15)% off the Manufacturer Suggested Retail Price (MSRP) as indicated by the current pricing supplied by Aidan Products. Aidan reserves the right to modify MSRP at any time. Aidan will notify all distributors of such price modifications. All Internet Resellers must implement the modifications within thirty (30) days from the date of receipt of such notice.

5. The MAP applies to the price at which Aidan Products are actually sold or offered for sale to a consumer from the Internet Reseller. The final sales price remains at Internet Reseller's discretion

within the agreed minimum advertised price policy to be anywhere between MSRP and fifteen (15) % off. The Internet Reseller understands that a violation of this policy is grounds for terminating the Internet Reseller relationship with Aidan Products.

6. Should a practitioner/seller be unable to comply within the requirements herein and any of its representatives shall place a hold on any sales until compliance with the above requirement is achieved. Without compliance Aidan Products will request that no further sales of the products will be made to the practitioner/seller either directly or through a distributor.

Questions about this policy should be directed to:

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