

# Minimum Advertised Pricing Policy/Agreement

Fine Natural Products, LLC (FNP) actively supports the advertising and promotion of its products by its domestic distributors and retailers. However, due to Minimum Advertised Price ("MAP") violations, effective January 1, 2017 a new MAP AGREEMENT ("AGREEMENT") on all Fine Natural Product, LLC products (brand name IAMFINE) will be in effect, and must be agreed and executed by all distributors and retailers.

## MAP AGREEMENT POLICY:

MAP pricing is established by FNP and may be adjusted by FNP at its sole discretion. Current MAP is set forth in attached Exhibit A.

The MAP policy applies to all listings and advertisements of FNP products under the brand name IAMFINE® in any and 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, public signage and reseller portals like Amazon, Google, Yahoo, EBAY, etc. The MAP policy is not applicable to any solely in-store or in-office advertising that is displayed only in the store or office and not distributed to any customer(s).

The inclusion in advertising of free or discounted products (whether made by FNP or another manufacturer) with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.

If pricing is displayed, any strike-through or other alteration of the Minimum Advertised Price is prohibited. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the reseller's retail location or over the telephone.

MAP does not establish maximum advertised prices. All dealers and sales representatives may offer FNP products at any price in excess of the MAP. Internet auctions may not display or have reserved bid or other acceptable prices below the MAP price.

Dealer agrees to hold all trademarks of FNP as the property of FNP and use any advertising materials provided by FNP in an authorized manner only.

Dealer/reseller is also prohibited from breaking up products into smaller quantities and repackaging, or any other form of adulteration.

Intentional or any repeated failures to abide by this policy will result in termination of dealership or sales representatives. FNP does not intend to do business with dealers or sales representatives who degrade the image of FNP and its products. FNP will not provide prior notice or issue warnings before taking any action under this policy.

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This MAP policy has been established by FNP to help ensure the legacy of FNP as a top producer of high quality, organic skin care products and to protect the reputation and valuation of its name, trademark IAMFINE, and products.

The MAP policy is also designed to ensure distributors and resellers have the incentive to invest resources into quality marketing and services for FNP customers, without the threat of MAP violations by others undermining their good efforts.

Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below, along with required information.

Distributors or sales representatives of FNP products will supply a copy of the FNP MAP policy to any new or existing reseller to be filled out, acknowledged and returned to FNP.

This form shall be signed and returned to FNP and in doing so, will bind the reseller to abide by the MAP and reseller requirements spelled out in this document.

Agreed to by:

Reseller name printed: \_\_\_\_\_

Reseller Principal name printed: \_\_\_\_\_

Dealer Principal Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Reseller Address: \_\_\_\_\_

Reseller Phone: \_\_\_\_\_

Reseller Email: \_\_\_\_\_

Reseller Website URL: \_\_\_\_\_

Reseller Venues where FNP products sold (include B&M store or office, internet sites, and any internet resale venues like Amazon, EBay, Google, etc.): \_\_\_\_\_

IAMFINE®  
PURE SKIN COLLECTION

A PASSION FOR PURITY

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***2017- MSRP & MAP PRICING LEVELS:***