

Date: January 1, 2018

Re: **Minimum Advertised Pricing (“MAP”) policy**

In order to enable maintenance of the highest quality and consumer or customer satisfaction for NewGreens, Pure Prescriptions, and Iagen Professional (the “Product(s)”), PURE PRESCRIPTIONS, Inc. (“PURE”) has instituted a Minimum Advertised Pricing (“MAP”) policy. This MAP policy is intended to maintain the exceptionally high quality and customer satisfaction for these Product(s). The spread between the MAP prices and PURE’s wholesale prices benefits all licensed sellers of the Product(s), and will help those sellers to market and develop the Product(s) brand. The minimum price(s) that any seller may resell or advertise any of the Product(s) is as follows:

No less than 10% off Suggested Retail Price.

PURE’s MAP policy is designed to encourage licensed sellers to invest in services or promotional efforts that increase brand position against competitors. Each of these products is a high quality niche product and it is not intended to be in competition against lower-priced, inferior products. MAP prices are set to give consumers more options to choose among low-price, low-service brands; high-price, high-service brands; and brands falling in between. Any licensed seller who does not adhere to the MAP policy is doing a disservice to other licensees, because it is taking a “free ride” on the licensed sellers who furnish services to customers and who make the effort to market and develop customer satisfaction with the Product(s). Such “free riding” takes business away from the licensed sellers who invest in and develop sales of the Product(s).

If pricing is displayed by any licensed seller, any strike-through or other alteration of the MAP is prohibited. MAP applies only to advertised prices and does not apply to the price at which the Product(s) may actually be sold or offered for sale to an individual consumer. MAP does not establish maximum advertised prices. All licensed sellers may offer the Product(s) 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.

MAP policy does not in any way limit the ability of any licensed seller to advertise that “they have the lowest prices” or, they “will meet or beat any competitors price”, that consumers should “call for a price” or phrases of similar import as long as the price advertised or listed for these products is not less than MAP.

Intentional or repeated failure to abide by this policy will result in termination of an offending seller’s license to sell the Product(s) as PURE does not intend to continue to do business with dealers or sales representatives that so degrade the Product(s).



PURE shall not have any duty to provide prior notice or issue any warning or warnings before taking any action under this policy.

Pure Prescriptions maintains an agreement with one exclusive Amazon.com retailer. Therefore, Pure Prescriptions products may not be advertised or sold on Amazon.com and any of its affiliates by anyone except for this retailer. Customers who violate this exclusive agreement are subject to immediate and permanent suspension of purchasing privileges.

Please return a signed copy of this letter to us no later than the ___day of _____, 2018_ addressed to us at:

Pure Prescriptions, Inc.
5670 El Camino Real
Carlsbad, CA 92008-7125

Very truly yours:

PURE PRESCRIPTIONS, Inc.

The undersigned company acknowledges receipt of a copy of this letter on the ____ day of _____, 20____, and agrees to abide by this MAP policy of PURE PRESCRIPTIONS, INC. with regard to the PRODUCT(s).

Company _____

Name: _____

Title: _____

