



Minimum Advertised Pricing Agreement

As of January 1, 2017, a Minimum Advertised Price (MAP) on all InterPlexus products will be in effect. International accounts must reflect pricing as translated into their local currency.

Introduction

InterPlexus has been building a brand of strong recognition and a high perceived value since 1989. InterPlexus is focused on maintaining high margins for its network of Resellers. In recognition of the investment in time and resources required for our highly respected Resellers to provide the level of customer service and product knowledge expected by the end consumers, InterPlexus is committed to enforcing policies which allow our Resellers to maintain high profit margins through the sale of our products. Consequently, InterPlexus has established a Minimum Advertised Price (MAP) Agreement that a Reseller must follow for the advertising and marketing of InterPlexus products. All InterPlexus Resellers must agree to the terms and conditions of the following MAP Agreement.

Agreement Statement

This MAP Agreement applies to all InterPlexus products listed in Appendix 1 - InterPlexus MSRP and MAP List as well as any new InterPlexus products that are added to the product line.

MAP Agreement Guidelines

Reseller shall not promote, advertise, sell, and/or offer to sell any product on or through any third party or auction websites such as Amazon, eBay, Wal-Mart, Jet, or any other similar websites. Exceptions may apply; however, in such a case, a written consent must be explicitly expressed by InterPlexus, Inc. in advance, and InterPlexus, Inc. reserves the right to withdraw its consent without prior notice.

Accordingly, this MAP Agreement shall work under the following guidelines:

1. MAP and MSRP for all InterPlexus products can be found in Appendix 1 - InterPlexus MSRP and MAP List. All advertised prices must be at or above MAP for all InterPlexus products if a MAP price has been established by InterPlexus, Inc.
2. The MAP for any InterPlexus product shall not be less than a 75% markup from the original wholesale price listed in Appendix 1. MAP is established by InterPlexus and may be adjusted by InterPlexus at its sole discretion.
3. The MAP Agreement applies to any advertisement of InterPlexus products using any medium, including but not limited to online, flyers, pamphlets, brochures, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet, television, radio, and public signage.
4. The MAP Agreement is not applicable to:
 - a. Any in-store advertising that is displayed only in the store and not distributed to any customer(s) outside of the Reseller's store.
 - b. Any email newsletters sent to the Reseller's customer database.
5. Reseller agrees to hold all trademarks and copyrights of InterPlexus as the property of InterPlexus and use advertising materials provided by InterPlexus in an authorized manner only.
6. InterPlexus may run a sale from time to time and in such a case, the MAP will be the same as the sale price on those particular items and on those particular dates. InterPlexus will send out a notice in advance with the details of the special.



Failure to Comply with the MAP Agreement

At the sole discretion of InterPlexus, failure to comply with MAP and/or any intentional or repeated failure to abide may result in the immediate loss of Reseller status and the ability to purchase any InterPlexus product both directly as well as through distributors.

MAP Agreement Confirmation

This InterPlexus, Inc. MAP Agreement Confirmation is established between InterPlexus, Inc. and _____ on _____.
(Company Name) (Account #) (Date)

InterPlexus, Inc. places a great value on the efforts of all of our resellers to represent InterPlexus products and to support the end consumer. This MAP Agreement is intended to encourage competition for the sale of InterPlexus products in a manner that is consistent with the long-term interests of end consumers.

InterPlexus is certain that Resellers share the same commitment to customer satisfaction and as such, InterPlexus requests the Reseller’s acknowledgement by signing this MAP Agreement Confirmation.

InterPlexus appreciates your prompt attention to this matter and your continued support for its products.

Reseller

Company Name _____

City _____ Country _____

State _____ Zip _____

Website _____

Reseller’s Representative

Name _____

Title _____

Email _____ Phone _____

By checking this box, I hereby declare that I have read and understood the MAP Agreement, and I fully understand that any failure in abiding by this agreement might result in legal pursuit.



Appendix 1 - InterPlexus MSRP and MAP List*
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Code	Name	Wholesale Price	MSRP (85%)	MAP (75%)	UPC
ADA001	Seriphos® 100 capsules	\$19.99	\$36.99	\$34.99	766897258510
ADA002	Adapt™ 90 capsules	\$19.20	\$35.52	\$33.60	766897258503
GAS001	Mega-Polyzyme™ 60 capsules	\$10.90	\$20.17	\$19.08	766897258602
GAS002	ProEnt2 Plus™ 90 capsules	\$17.99	\$33.29	\$31.49	766897258596
MET001	Thyro-Dyne™ 60 capsules	\$19.40	\$35.89	\$33.95	766897258633
MIN001	Fura-Mag™ 90 capsules	\$9.50	\$17.58	\$16.63	766897258640
MIN002	Magnesium ³ ™ 90 capsules	\$11.99	\$22.19	\$20.99	766897258664
MIN003	Calcium ² ™ 90 capsules	\$9.99	\$18.49	\$17.49	766897258671
MIN004	Potassium+Mag™ 90 capsules	\$8.00	\$14.80	\$14.00	766897258657
PRB001	Fortéfy™ 45 capsules [refrigerated]	\$13.95	\$25.81	\$24.42	766897258534
PRB002	Flora-Elite® 60 caplets [shelf-stable]	\$11.05	\$20.45	\$19.34	766897258527
PRB003	Hyper-Implanté™ 2 sachets [stored frozen]	\$13.20	\$24.42	\$23.10	766897258541
PRB004	Répleniss® 7 sachets [stored frozen]	\$13.25	\$24.52	\$23.19	766897258558

*Prices are subject to change without prior notice.



Appendix 1 - InterPlexus MSRP and MAP List*
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Code	Name	Wholesale Price	MSRP (85%)	MAP (75%)	UPC
PRB005	Rejuvi-Flora™ consists of: - Fortéfy™ - Flora-Elite® - Hyper-Implanté™ - Répleniss®	\$51.45	\$95.19	\$90.04	N/A
VIT001	Flavo PlexC™ 60 capsules	\$12.99	\$24.04	\$22.74	766897258572
VIT002	Poly VytaMyns™ 90 capsules	\$17.80	\$32.93	\$31.15	766897258589
VIT003	NutriSorb A™ 0.5 fl oz	\$13.25	\$24.52	\$23.19	766897258619
VIT004	NutriSorb B12™ 0.6 fl oz (currently being reformulated)	\$10.50	\$19.43	\$18.38	766897258626

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