

1824 South Robertson Blvd.
Los Angeles, CA 90035-4317
310/204-6936 • 800/726-0886
www.Jarrow.com

FAX NUMBERS
Orders 800/890-8955
General 310/204-2520
Administrative 310/204-5132

Date: January 1, 2017

Re: Jarrow Formulas E-Commerce Minimum Advertised Price (MAP) Policy

Jarrow Formulas will preferentially do business with e-commerce vendors who discount the products on the attached list at no greater than 30% (25.57% for MAGT) off the Manufacturer's Suggested Retail Price (MSRP). Please note that the list may be updated from time to time to include additional products. Failure to comply with this policy will result in:

- 1) First non-compliance – cessation of all discounts for a period of 30 days.
- 2) Second non-compliance – cessation of all discounts for an additional period of 90 days.
- 3) Third non-compliance – cessation of all discounts.

In addition, for all third party resellers on online marketplaces such as Amazon.com, Walmart.com, Jet.com, we require the disclosure of your Jarrow Formulas account number or the source product is being purchased from. We will not allow “blind” third party resellers to sell Jarrow Formulas' products without full account and supply transparency. Any third party reseller that does not disclose their true identity (JFI account number or purchase source) will be considered in violation of MAP and can also **be considered to be selling counterfeit product** and may be reported to the market place with a take down order.

As well, hidden prices are not allowed. Hidden prices will be considered a MAP violation.

The purpose of this letter is to notify you of Jarrow Formulas' list of MAP products, the need for third party transparency and the effect of non-compliance with this policy. We hope that you will understand Jarrow Formulas' need to implement this policy and that you will respect our brand integrity. We believe it is crucial to ensure that only authentic Jarrow Formulas' products are being sold and take firm stance against counterfeit products.

We appreciate and value your business and look forward to working with you in a mutually beneficial way.

Sincerely,

Clay Dubose, V.P. of Sales
Jarrow Formulas, Inc.