



Unilateral Minimum Advertised Price Policy (*Effective August 1, 2013*)

In order to maintain and to further enhance the New Chapter, Inc. (“New Chapter”) brand image, we instituted in 2006 a unilateral policy announcing minimum advertised price standards for New Chapter products sold to U.S. customers. This policy was revised in 2008 and 2011. We are now revising our policy and this amended Unilateral Minimum Advertised Price Policy (“UMAP Policy”) is effective as of August 1, 2013. As before, it will apply to all New Chapter products. Under our amended UMAP Policy, if any retailer advertises in media advertising, in catalogs or on paid Internet advertising*any New Chapter product at prices more than 40% below our suggested retail price (the “UMAP Price”), New Chapter will allocate product as it deems appropriate or discontinue product sales and shipments.

It is inconsistent with this UMAP Policy for New Chapter products to be advertised together at a single price that is lower than the sum of the individual UMAP Prices for those products.

This UMAP Policy does not cover point-of-sale signs, stickers, hangtags, or bar codes and similar markings on products or product packaging which merely state the retail prices at which New Chapter products may be purchased. This UMAP Policy does not cover products discontinued by New Chapter.

Retailers (including, but not limited to, Internet retailers and in-store retailers) may sell New Chapter products only to retail customers. Retailers may not sell or otherwise provide any New Chapter product to another retailer. Failure to adhere to this policy will lead to product allocation deemed appropriate by New Chapter, or discontinuance of sales and shipments.

Finally, and most importantly, the UMAP Policy does not apply in any way to your actual selling prices; your retail sales prices for any and all New Chapter products remain wholly within your discretion. We do not seek, nor will we accept, any agreement or assent from you respecting our UMAP Policy, either now or at any future time. This policy is being established by us unilaterally and therefore is not subject to negotiation. New Chapter will implement and take action respecting its UMAP Policy unilaterally based upon information deemed sufficient by New Chapter, and all such determinations are final. We reserve the right at any time to modify this policy, to establish new or different policies or to discontinue any or all of such policies. This UMAP Policy shall remain in effect until modified or terminated by us. We believe that our policy is clear and unambiguous. Should you have any inquiries regarding our policy, please contact New Chapter at 800-543-7279 or info@newchapter.com.

** For purposes of this UMAP Policy, “paid Internet advertising” is the advertising paid for by a retailer to promote its prices for New Chapter products on the Internet on, but not limited to, shopping comparison websites, auction websites, banner/display advertising on third party websites, Internet marketplaces, other Internet landing pages/lead capture pages that are not within a retailers’ own website (including affiliate websites), or Internet search optimization results that a retailer pays a third party entity to ensure that its New Chapter products are highlighted/prominently displayed in search engine results or in the “paid advertisement” sections of a search engine results page. The UMAP Policy does not apply to Internet advertised prices or “percentage off” figures that are displayed only on “checkout,” “shopping cart,” or “too low to show” pages that are linked to the main pages upon which the New Chapter products are primarily displayed.*