

Minimum Advertised Price or MAP Policy

Prodrome Sciences is focused on maintaining high margins for our distributor network. Prodrome Sciences is committed to enforcing policies which allow our resellers to maintain high-profit margins through the sale of our products. Prodrome Sciences has an established Minimum Advertised Price (MAP) Policy that an Authorized Reseller must follow for the advertising and marketing of Prodrome products. All Prodrome Sciences Authorized Resellers must agree to the terms and conditions of the following MAP Policy.

Prodrome Sciences MAP Policy Guidelines for Prodrome Products

MAP pricing for all Prodrome products can be found on your Fullscript New Products Sheet. All advertised prices must be at or above MAP for all Prodrome products if a MAP price has been established by Prodrome Sciences. Resellers are not required to list prices in advertising. If a price is listed in an advertisement it must be at or above MAP.

Resellers are also responsible for ensuring their Prodrome Sciences pricing is at or above MAP on internet search engines. Resellers are free to set the actual resale price of any product as long as it is at or above MAP price given the most recent publication of the price list. Prodrome Sciences MAP policy for all Prodrome products apply to advertising placements, including but not limited to: print ads (inserts, magazines, newspapers, catalogs, mail order catalogs, etc.), broadcast (radio and TV), direct mail, faxes, internet placement with third parties (banner ads, broadcast emails, destination pages, third-party sites), internet placements on resellers own website, and any flyers, posters or coupons.

From time to time, Prodrome Sciences may permit resellers to advertise MAP Products at prices lower than the MAP price. In such events, Prodrome Sciences reserves the right to modify or suspend the MAP price with respect to the affected products for a specified period of time by providing advance notice to all resellers of such changes.

Minimum Advertised Pricing Statements

Prodrome Sciences MAP Policy does allow resellers to omit pricing entirely from advertisements and/or advertisement statements such as “Call for Price” or “Call for Quote.”

All Prodrome Sciences Products Price Matching Policies

Price matching policies are acceptable. Price matching cannot be used as a valid reason for violations of Prodrome Sciences MAP Policy. Advertised prices must always be at MAP or higher.

Failure to Comply with the MAP Policy

At the sole discretion of Prodrome Sciences, failure to comply with MAP, intentional and/or repeated failure to abide, may result in the immediate loss of Authorized Reseller status

and your ability to purchase all Prodrome products both direct as well as through distribution.

Prodrome Sciences will utilize the following steps to resolve MAP violations:

1. Any and all dealers selling Prodrome products which have not signed a Prodrome Sciences MAP Pricing Policy agreement are classified as Unauthorized Resellers.
2. Distributors of Prodrome Sciences are required to provide a signed MAP agreement from any dealer selling Prodrome products. Unauthorized dealers should not be sold to or provided a feed from any distributor whatsoever.
3. Violations from Authorized Resellers will need to be corrected within 24 hours of notification.
 1. First Violation: Authorized Reseller's account will be put on hold temporarily and a written warning will be provided. MAP violations must be corrected within 24 hours. Upon correction and following 30 days of compliance, the violation will then be cleared.
 2. Second Violation: Authorized Reseller's account will be put on hold for 30 days.
 3. Third Violation: Authorized Reseller's account will be put on hold for 180 days. After this duration, Prodrome Sciences will review and determine if the account is to be reinstated.
 4. Fourth Violation: Should Prodrome Sciences decide to reinstate an Authorized Reseller who has previously demonstrated a third violation, yet violates a fourth time, the account will be unauthorized indefinitely.

MAP Policy Confirmation Agreement

This Prodrome Sciences MAP Policy and Confirmation Agreement is made on this date of _____, by and between, Prodrome Sciences and Fullscript.

Prodrome Sciences places great value on the efforts of all resellers to represent our products and support their customers. Our MAP policy is intended to encourage competition for the sale of Prodrome products in a manner that is consistent with the long-term interests of our customers. We are sure that you share our commitment to customer satisfaction and as such, we ask that you acknowledge by signing this MAP confirmation agreement.

Thank you for your prompt attention to this matter, and your continued support for Prodrone Sciences products.

Read and Understood:

Authorized Reseller (Company Name)

Name _____

City _____ State _____ Zip _____

Web URL _____

Authorized Reseller Representative

Title _____ Date _____

Email _____ Phone _____