



2015 KING BIO MINIMUM ADVERTISED PRICE (MAP) POLICY

Effective October 1, 2015 King Bio, Inc. ("King Bio") adopts this Minimum Advertised Price Policy ("Policy").

Authorized Distributors

This Policy applies to all King Bio authorized distributors and resellers ("Authorized Distributors" herein), which term shall include all customers of King Bio who offer for sale to third parties any King Bio product (whether MAP products or any other King Bio product not listed as a MAP product, whether for resale to third party consumers, resellers or otherwise).

MAP Products

This Policy applies to the products described in the attachment ("MAP Products").

Pricing and Advertising

MAP Products may not be sold or advertised at less than the MAP Price (prices listed on the attached Minimum Advertised Price List, each an "MAP Price" for the MAP product listed) in effect at the time of Advertising. Advertising media includes the internet and websites, social media platform, blog, or other type of internet-based media, mailers/emails, flyers, inserts, coupons, posters, newspapers, magazines, catalogs, mail order catalogs, or any other circulated printed media, radio or television announcement; a fax, a text message, a retail point-of-sale display, and any other announcements or communications to potential end users or customers of MAP products (all and each constituting "Advertising"). Any advertisements, discounts, rewards programs, special offers, sales promotions, coupons, etc. of any Authorized Distributor must explicitly state "Not Valid on King Bio Products". This policy applies to volume discounts or other promotions that would cause the unit price to be less than MAP price. King Bio reserves the right to modify the MAP price on any MAP product at any time and will notify Authorized Distributors of price modifications as soon as reasonably possible after such modifications are made. Authorized Distributors are solely responsible to comply with all applicable laws and regulations when advertising or selling MAP products or any King Bio products.

Non-Compliance With Policy

All determinations of whether an Authorized Distributor is not in compliance with this policy shall be made in the sole determination of King Bio, which determination shall not be reviewable or appealable. The following are considered failures to comply with the Policy by any Authorized Distributors who regularly purchase MAP products from King Bio:

- a) Listing in any advertising MAP product prices lower than the MAP price listed in the attachment hereto for the MAP product.

- b) Giving any rebate, discount, incentive or other inducement which effectively lowers the price of the MAP product below the MAP price (unless the program is sponsored by King Bio and is available to all qualified Authorized Distributors); or
- c) A failure to state a price for a MAP product and/or leading customers to believe that the price offered for a MAP product is below the MAP price

Enforcement of Non-Compliance

In response to non-compliance with this policy, King Bio may take the following enforcement actions:

Sales of MAP Product by King Bio:

FIRST OFFENSE

King Bio reserves the unilateral right to discontinue sales to the Authorized Distributor of all products in the same category as the MAP product that is the subject of the violation ("Affected Product"), until King Bio has determined in its sole discretion that the Authorized Distributor that regularly purchases MAP products from the Authorized Distributor is no longer in violation of the policy.

SECOND OFFENSE

King Bio reserves the unilateral right to immediately discontinue sales to the Authorized Distributor of all products in the category as the Affected Product for a period of no less than six (6) months.

Notwithstanding the above (and regardless of whether the non-compliant Authorized Distributor has ever been found to be in non-compliance in the past), King Bio, in its sole discretion and determination that it is in the best interest of King Bio in protection of its business interests may remove any non-compliant Authorized Distributor from the list of distributors and resellers entitled to purchase MAP products from King Bio, either permanently, or for any other term as King Bio shall determine.

CORRECTIVE ACTION

- a) Upon demand of King Bio, any non-compliant Authorized Distributor must remove any internet or e-commerce activity which King Bio deems to be out of compliance with the Pricing and Advertising requirements of this policy within 24 hours after demand. A failure to comply with any such demand within 24 hours shall be cause for removal of the non-compliant Authorized Distributor from the list of distributors and resellers entitled to purchase MAP products from King Bio, either permanently, or for any other term as King Bio shall determine.

- b) Authorized Distributors may not use any King Bio product names, trademarks or copyrights as part of a URL (Universal Resource Locator), secondary domain name, meta-tags, key words or file names. The unauthorized use of copyrights, trademarks, logos, manufacturing images, product images, copy, or other King Bio information on the internet without express written consent of King Bio is prohibited. All photos, images, and product and/or company description content pertaining to describing King Bio must be current and obtained from King Bio directly. This information cannot be pulled from the King Bio website or other internet sources, unless specifically directed in writing by King Bio.



COMPLIANCE MONITORING

King Bio, itself or through an independent third party, will monitor compliance of Authorized Distributors with this MAP policy. All questions concerning this policy should be directed to King Bio at:

King Bio Policy Enforcement
3 Westside Drive
Asheville, NC 28806

POLICY SUBJECT TO CHANGE

From time to time, King Bio reserves the right to: A) modify the list of MAP products, B) change the MAP prices, and C) change the other terms and conditions of this policy.

POLICY ONLY APPLIES TO ADVERTISING

This policy addresses only the advertisement of prices. It does not regulate selling prices. Authorized Distributors are permitted to independently and unilaterally establish resale prices of King Bio products.

ATTACHMENT TO

2015 King Bio Minimum Advertised Price (MAP) Policy

PRODUCT ID	PRODUCT DESCRIPTION	MAP
DR. KING'S NATURAL MEDICINE		
357955504320	Allergy & Hay Fever Reliever™	\$14.99
357955072720	Food Intolerances	\$14.99
357955504221	Food Chemical Intolerances	\$14.99
357955519621	Animal Hair & Dander Allergy Relief™	\$14.99
357955504429	Asthma Symptom Relief™	\$14.99
357955519829	Dairy Intolerances	\$14.99
357955519720	Dust Mite & Roach Allergy Relief™	\$14.99
357955522027	Eggs & Meats Intolerances	\$14.99
357955520023	Fragrance & Phenolic Allergy Relief™	\$14.99
357955520429	Grains & Gluten Intolerances	\$14.99
357955520528	Nuts & Seeds Intolerances	\$14.99
357955518822	Regional Allergies: Desert U.S.™	\$14.99
357955519027	Regional Allergies: Great Lakes U.S.™	\$14.99
357955520320	Regional Allergies: Hawaii U.S.™	\$14.99
357955519225	Regional Allergies: Northeastern U.S.™	\$14.99
357955519324	Regional Allergies: Pacific U.S.™	\$14.99
357955518525	Regional Allergies: Plains U.S.™	\$14.99
357955518624	Regional Allergies: Rocky Mtns U.S.™	\$14.99
357955518426	Regional Allergies: Southern U.S.™	\$14.99
357955518921	Regional Allergies: Southwestern U.S.™	\$14.99
357955520122	Shellfish & Seafood Intolerances	\$14.99
357955519522	Total Mold Allergy Relief™	\$14.99
357955501527	Attention & Learning Enhancement™	\$14.99
357955501220	Bed Wetting™	\$14.99
357955602521	Chicken Pox Symptom Relief™	\$14.99
357955551720	Children's Appetite & Weight™	\$14.99
357955531821	Children's Appetite Enhancer™	\$14.99
357955514527	Children's Cough Relief™	\$14.99
357955531524	Children's Ear Relief Formula	\$14.99
357955515920	Children's Fever Reliever™	\$14.99
357955514220	Children's Growth & Development™	\$14.99
357955515821	Colic Relief™	\$14.99
357955511427	Newborn Tonic™	\$14.99
357955514022	Nosebleed Relief™	\$14.99
357955501824	Teething™	\$14.99
357955501725	TonsilPlex™	\$14.99
357955514626	Tummy Aches™	\$14.99
357955506423	Artery, Cholesterol & BP™	\$14.99
357955506522	Heart Regularity™	\$14.99
357955506621	Varicose Veins™	\$14.99

357955512721	Acid Detox™	\$14.99
357955540526	Additive & Preservative Detox™	\$14.99
357955506126	Blood & Kidney Detox™	\$14.99
357955540229	Caffeine Detox™	\$14.99
357955507123	ChemoClenz™	\$14.99
357955540328	Cosmetic & Household Detox™	\$14.99
357955597520	EMF Detox™	\$14.99
357955509820	Ileocecal Valve Detox™	\$14.99
357955540120	Indoor Air Pollution Detox™	\$14.99
357955506225	Liver Detox™	\$14.99
357955506324	Lymph Detox™	\$14.99
357955540427	Outdoor Air Pollution Detox™	\$14.99
357955536123	Total Body Detox™	\$14.99
357955508229	VaccinoPlex™	\$14.99
357955540021	Water Chemical Detox™	\$14.99
357955514923	Constitutional Enhancer™	\$14.99
357955528425	Climate Adaptation: Cold & Damp™	\$14.99
357955528326	Climate Adaptation: Cold & Dry™	\$14.99
357955528623	Climate Adaptation: Hot & Dry™	\$14.99
357955528524	Climate Adaptation: Hot & Humid™	\$14.99
357955528722	Weather Changes™	\$14.99
357955501923	Constipation Relief™	\$14.99
357955502029	Diarrhea Relief™	\$14.99
357955531920	Foul Bowel™	\$14.99
357955506829	Gallbladder Formula™	\$14.99
357955502227	Heartburn Reliever™	\$14.99
357955502326	Hemorrhoid Relief™	\$14.99
357955502425	Indigestion Relief™	\$14.99
357955505525	Nausea & Motion Sickness™	\$14.99
357955501626	Paralixer™	\$14.99
357955507420	UlcerPlex™	\$14.99
357955516422	Allergy & Red Eye Relief™	\$14.99
357955511229	CataClenz Eye Relief™	\$14.99
357955515128	Eye Stress™	\$14.99
357955512523	Stye Relief™	\$14.99
357955518228	Colds & Flu Relief™	\$14.99
357955516620	Cough Relief™	\$14.99
357955516026	Fever Reliever™	\$14.99
357955528227	Head Colds Relief™	\$14.99
357955505327	Lungs & Bronchial Relief™	\$14.99
357955519928	Multi-Strain Flu Relief™	\$14.99
357955513421	Sinus Relief™	\$14.99
357955505822	Sore Throat & Laryngitis™	\$14.99
357955512127	Swollen Glands Relief™	\$14.99
357955507628	Yeast Freee...™	\$14.99
357955814726	Anti-Aging & Wrinkles for Men™	\$14.99

357955814825	Anti-Aging & Wrinkles for Women™	\$14.99
357955500223	Birth Ease™	\$14.99
357955507024	Bone Strengtheners™	\$14.99
357955500322	Breast Inflammations & Discomforts™	\$14.99
357955500728	Female Discomforts™	\$14.99
357955511526	Female Libido™	\$14.99
357955500520	FertiPlex™	\$14.99
357955024224	Hydration	\$14.99
357955501022	Male Libido™	\$14.99
357955500629	Menopause Relief™	\$14.99
357955500421	Menstrual Cramps & Irregularities™	\$14.99
357955500827	Morning Sickness Relief™	\$14.99
357955500926	PMS Relief™	\$14.99
357955501121	Prostate Symptom Relief™	\$14.99
357955597926	9-1-1 Burnout™	\$14.99
357955507925	9-1-1 Stress Control™	\$14.99
357955508328	AddictaPlex™	\$14.99
357955516323	Anxiety and Nervousness™	\$14.99
357955503521	ClaustroPlex™	\$14.99
357955509929	Fears & Nightmares™	\$14.99
357955515227	Fears & Phobias™	\$14.99
357955515029	Good Mood Enhancer™	\$14.99
357955503828	Grief & Guilt Reliever™	\$14.99
357955505426	Mental Alertness™	\$14.99
357955595625	Mental Alertness for Seniors™	\$14.99
357955593027	Mental Calm™	\$14.99
357955503729	Mood Changes™	\$14.99
357955508021	Smoke Control™	\$14.99
357955507321	Teeth & Gums Formula™	\$14.99
357955503224	TMJ/Jaw Formula™	\$14.99
**Coming Soon	Better Breath™	\$14.99
**Coming Soon	Dental Plak™	\$14.99
357955400134	Acute Pain Relief™ (Cooling Topical)	\$14.99
357955400035	Advanced Arnica™ (soothing Topical)	\$14.99
357955598428	Advanced Arnica™	\$14.99
357955511823	Advanced First Aid™	\$14.99
357955516224	Arthritis Pain & Joint Relief™	\$14.99
357955516125	Back, Muscle & Joint Relief™	\$14.99
357955527527	Ear Ringing™	\$14.99
357955515722	Ear Relief Formula™	\$14.99
357955502128	Gout Symptom Formula™	\$14.99
357955511328	Hangover Relief™	\$14.99
357955515326	Headache Relief™	\$14.99
357955543527	Leg Cramp and Spasm Relief™	\$14.99
357955502821	Migraine Relief™	\$14.99
357955544524	Restless Leg Symptom Relief™	\$14.99

357955503026	Sciatic Nerve Formula™	\$14.99
357955504122	Acne Clear™	\$14.99
357955512929	Athletes Foot Fighter™	\$14.99
357955507727	Bug Away™	\$14.99
357955081753	Cherry Angioma (Topical)	\$14.99
357955516521	Cold Sores & Herpes™	\$14.99
357955504924	Hair & Nails Formula™	\$14.99
357955081555	Mole Remover (Topical)	\$14.99
357955508526	No Sweat Anti-Perspirant™	\$14.99
357955513025	Odor Freee...™	\$14.99
357955511625	Poison Ivy & Oak Relief™	\$14.99
357955508724	Scar Freee...™	\$14.99
357955081654	Scar Remover (Topical)	\$14.99
357955551829	ShinglePlex™	\$14.99
357955516828	Skin Irritations & Itch Relief™	\$14.99
357955869955	Skin Tag Remover™ (Topical)	\$12.74
357955505921	Wart Freee...™	\$14.99
357955081852	Wart Remover Topical	\$14.99
357955512622	Jet Lag & Shift Change™	\$14.99
357955503927	Sleep Aid™	\$14.99
357955512028	Snore Control™	\$14.99
357955513322	Muscle Maximizer™	\$14.99
357955503125	Sporting Edge™	\$14.99
357955504528	Bladder Formula™	\$14.99
357955505228	Urinary Tract Irritations™	\$14.99
357955515623	Appetite & Weight w/ P.H.A.T.™	\$14.99
357955512820	Appetite Enhancer™	\$14.99
357955507826	Water Retention™	\$14.99
PRODUCT ID	PRODUCT DESCRIPTION	MAP
AQUAFLORA		
357955800187	Candida High Potency 9	\$24.74
357955232124	Enzyme Restoration	\$19.49
357955228127	Heavy Metal Detox	\$19.49
357955232025	Probiotic Restoration	\$19.49
357955160366	High Potency (16 oz)	\$27.74
357955160168	Phase I	\$27.74
357955160267	Phase II	\$27.74
PRODUCT ID	PRODUCT DESCRIPTION	MAP
NATURAL PET PHARMACEUTICALS		
357955440147	Allergies (Dog)™	\$14.99
357955440741	Anxiety & Stress (Dog)™	\$14.99
359755440543	Appetite & Weight (Dog)™	\$14.99
357955440345	Digestive Upsets (Dog)™	\$14.99
357955440444	Muscle, Joint, & Arthritis (Dog)™	\$14.99
357955440246	Skin & Itch (Dog)™	\$14.99

357955440642	Teeth & Gums (Dog) TM	\$14.99
357955440840	Yeast Control (Dog)	\$14.99
357955430445	Anxiety & Stress (Cat) TM	\$14.99
357955430148	Skin & Itch (Cat) TM	\$14.99
357955430346	Teeth & Gums (Cat) TM	\$14.99
357955430247	Urinary Tract Irritations (Cat) TM	\$14.99

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