



# LEWIS LABORATORIES INTERNATIONAL, LTD.

## MINIMUM ADVERTISED PRICE (MAP) POLICY

This MAP Policy ("Policy") is effective May 2016.

In order to protect and maintain the considerable Lewis Labs brand equity and reputation for providing exceptional products at a fair and reasonable price, Lewis Labs has established a Minimum Advertised Price (MAP) Policy for all our retailers and products.

**1. Authorized Distributors.** This Policy applies to all Lewis Labs authorized distributors and their respective authorized retailers.

**2. MAP Products.** This Policy applies to all products identified in the attached Lewis Labs MAP Products Pricing ("MAP Products") dated May 2016.

**3. Advertising.** This Policy applies to any public announcement affirmatively promoting a MAP Product for sale to end consumer, whether such announcement includes (but is not limited to) an e-commerce retailer, a retail customer internet website, social media platform, blog or other type of internet-based media; a catalog, newspaper, or other type of circulated printed media; a radio or television announcement; a fax; a text message; a retail point-of-sale display; and /or any other public forum or communication method ("Advertising").

**4. Web Addresses Used in Advertising.** All Authorized Distributors will use best efforts to provide Lewis Labs with the respective authorized e-commerce retailer web address that each respective e-commerce retailer uses for advertising MAP Products.

**5. Noncompliance with Policy.** Noncompliance with this Policy is defined as an Authorized Distributor, or any third party reseller that regularly purchases MAP Products from the Authorized Distributor advertising any MAP Product in a way which:

- a. Lists prices lower than the price listed in the MAP Products Pricing Attachment for a MAP Product ("MAP Price");
- b. Includes any rebate, discount, incentive or other inducement offered by the Authorized Distributor, or any third party reseller that regularly purchases MAP Products from the Authorized Distributor, which effectively lowers the advertised price of the product below the MAP Policy guidelines; or
- c. Does not state a price and leads the customer to believe the price is below the MAP Policy guidelines.

- 6. Enforcement of Noncompliance.** In response to Noncompliance with this Policy, Lewis Labs reserves the right to take the following enforcement actions:
- a. **First Offense:** Lewis Labs reserves the unilateral right to limit 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 Lewis Labs has determined in its sole discretion that the Authorized Distributor or the third party reseller that regularly purchases MAP Products from the Authorized Distributor, as the case may be, is no longer in violation of the Policy.
  - b. **Second Offense:** Lewis Labs 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.**
  - c. **Third Offense:** Lewis Labs 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 twelve (12) months.**

**7. Enforcement.** Lewis Labs itself or through an independent third party, will monitor compliance of Authorized Distributors under this MAP Policy. All questions concerning the Policy should be directed to Lewis Labs at [customerservice@lewis-labs.com](mailto:customerservice@lewis-labs.com).

**8. Policy Subject to Change.** From time to time, Lewis Labs 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.

**9. Policy Only Applies to Advertising.** THIS POLICY ADDRESSES ONLY THE ADVERTISEMENT OF PRICES. IT DOES NOT REGULATE SELLING PRICES. AUTHORIZED DISTRIBUTORS ARE FREE TO INDEPENDENTLY AND UNILATERALLY ESTABLISH RESALE PRICES OF ANY LEWIS LABS PRODUCTS.



### MAP Products Pricing

May 2016

Lewis Labs UPC	Product Description	MSRP Pricing	MAP Pricing
0-42515-43519-9	Brewer's Yeast Flakes	\$ 19.82	\$ 16.85
0-42515-43507-6	Fabulous Fiber	\$ 22.84	\$ 19.41
0-42515-43511-3	Super Fabulous Fiber	\$ 26.12	\$ 22.20
0-42515-43514-4	Lecithin	\$ 24.44	\$ 20.77
0-42515-43515-1	Over 40 Original Unflavored	\$ 25.74	\$ 21.88
0-42515-43522-9	Over 40 Tropical Fruit	\$ 26.06	\$ 22.15
0-42515-43506-9	RDA	\$ 28.40	\$ 24.14
0-42515-43516-8	Weigh Down Chocolate	\$ 25.97	\$ 22.07
0-42515-43517-5	Weigh Down Strawberry	\$ 25.97	\$ 22.07
0-42515-43518-2	Weigh Down Vanilla	\$ 25.97	\$ 22.07
0-42515-43508-3	Staminex	\$ 29.37	\$ 24.96
0-42515-43510-6	Staminex With Ginseng	\$ 29.97	\$ 25.47