



March 21, 2015

Dear Valued Customer,

This letter serves to inform you of our new Minimum Advertised Pricing policy (MAP) on all **Raw Indulgence, Ltd** products effective November 17th 2015. We have implemented this MAP policy to ensure product value and pricing integrity.

Our new MAP pricing is \$19.99 for all 1.6 oz and 1.8 oz 12-pack flavors. For retailers that sell individual bars, our new MAP pricing is \$1.89 for all 1.6 oz and 1.8 oz bars. The items affected are listed below:

Raw Revolution

Chocolate Crave
Heavenly Hazelnut Chocolate
Chocolate Coconut Bliss
Raspberry Truffle
Spirulina Dream
Coconut Delight
Golden Cashew
Cherry Chocolate Chunk
Almond Butter Cup
Chunky Peanut Butter Chocolate
Cranberry Almond & Coconut
Dark Chocolate Trail Mix
Double Chocolate Brownie

Raw Rev Glo

Mixed Nuts, Caramel & Sea Salt
Peanut Butter Dark Chocolate & Sea Salt
Creamy Peanut Butter & Sea Salt
Crunchy Peanut Butter & Sea Salt
Dark Chocolate Cashew & Mint



Our new MAP pricing is \$17.70 for all .8 oz 20-pack flavors. For retailers that sell individual bars, our new MAP pricing is .89 for all .8 oz bars. The items affected are listed below.

Raw Rev 100:

Chocolate Crave
Chocolate Coconut Bliss
Golden Cashew
Cherry Chocolate Chunk
Spirulina Dream
Almond Butter Cup

We greatly appreciate your support.

Sincerely,

A handwritten signature in black ink, appearing to read "Cassie Mestre", is written over a horizontal line.

Cassie Mestre
Sales Manager
Raw Indulgence, Ltd.