



Minimum Advertised Pricing Policy

Effective January 5, 2018

VMC Products for Health Inc has established its brands, Yogourmet Multi Electric Yogurt Maker, Yogourmet Yogurt Starter, Yogourmet CBA Probiotic Yogurt Starter, and Yogourmet Kefir as premium brands. In order to retain its image and protect margins from eroding, VMC Products for Health has established a Minimum Advertised Pricing Policy (MAP).

As a condition to being a retailer, dealer, or distributor VMC Products For Health Inc's brands (Yogourmet), it is essential that the following terms and conditions be met.

1. MAP is defined as Suggested Retail Price less 15%.

UPC	Product	MAP	MSRP
056828121078	Yogourmet Multi Electric Yogurt Maker	\$55.24	\$64.99
060988212031	Yogourmet Yogurt Starter	\$5.94	\$ 6.99
056828121090	Yogourmet CBA Probiotic Yogurt Starter	\$10.19	\$11.99
056828121069	Yogourmet Kefir Starter	\$6.79	\$ 7.99

2. Temporary Price Reductions (TPR), Online Specials, Line Drives, and Online Coupons may be allowed with prior approval.
3. All dealers who list VMC Products for Health Inc products on third party websites such as Amazon, eBay, and other internet shopping sites cannot offer an immediate purchase price that is lower than VMC Products for Health Inc's MAP.
4. The MAP policy will apply to all advertisements of VMC Products for Health Inc brands in any print or electronic media, which includes but is not limited to, email solicitations, internet sales, mailers, inserts, catalogs, radio, internet video, print media of any sort and public signage. Internet auctions may not display or have reserved bids or accept prices below the MAP.
5. Wording as such as "click to" or "call for" or "email for" or "low prices" or any similar phrases or symbols that indicate that there is lower pricing than the MAP may not be used in any type of advertising as outlined above.

Any violation of the VMC Products for Health Inc MAP policy can result in immediate termination of any and all rights as a retailer, dealer or distributor of its brands.

VMC Products for Health Inc reserves the right to modify or cancel the terms of this MAP policy at any time and without notice.

Thank you for your continued support of our products.

Sincerely,
Alan Cheung
Founder & President