

# Minimum Advertised Price Policy

To protect the investment of our retailers and Fuel For Fire's brand reputation, we have unilaterally adopted a MINIMUM ADVERTISED PRICE POLICY ("MAP Policy"). Fuel For Fire established this MAP Policy due to the fact that reseller advertising and sales practices that promote Fuel For Fire products primarily on the basis of price could be detrimental to resellers' service and support efforts and Fuel For Fire's competitive position. Such activities can be harmful to Fuel For Fire's brand, reputation and competitiveness, and allow some resellers to take advantage of the service and support efforts of others. Fuel For Fire believes that these practices are unfair and thus discourages such efforts.

Fuel For Fire, in its unilateral discretion, will not do business with any reseller, as to the products covered by this MAP Policy, if that reseller intentionally advertises any MAP Product below its MAP price. Fuel For Fire is confident that this program will strengthen its competitiveness and benefit all of its resellers.

## Official Policy and Guidelines

1. Fuel For Fire reserves the right, in its unilateral discretion, to take other action with respect to any reseller that violates this MAP Policy.
2. The MAP Policy will be enforced by Fuel For Fire in its sole discretion.
3. Fuel For Fire recognizes that any authorized Fuel For Fire account can make its own decisions to advertise and sell any Fuel For Fire product at any price it chooses without consulting or advising Fuel For Fire. Fuel For Fire similarly has the right to make its own independent decision regarding product allocations and reseller participation as a member of the Fuel For Fire Authorized Affiliate Program – at any time.
4. Fuel For Fire will maintain an updated "MAP Products" list of those products that will fall under this MAP Policy. Fuel For Fire reserves the right to update or modify this list at any time.
5. All Products listed will have a MAP retail price. Listing a price other than the MAP retail price next to the featured MAP Product in any advertising will be viewed as a violation of this MAP Policy. This MAP Policy applies to all advertisement of MAP Products in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines catalogs, mail order catalogs, internet or similar electronic media including websites, forums, email newsletters, email solicitations, television, radio, and public signage. Such website features as "Click for price", automated "bounce – back" pricing e-mails, pre-formatted e-mail

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responses, forms, automatic price display for any items prior to being placed in a customer's shopping cart, and other similar features are considered to be communications initiated by the reseller (rather than by the customer) and this constitutes "advertising" under this MAP Policy. This MAP Policy also applies to any activity which Fuel For Fire determines, in its sole discretion, is designed or intended to circumvent the intent of this MAP Policy, such as solicitations for 'group purchases' and the like.

6. It shall not be a violation of this MAP Policy to advertise in general that the reseller has "the lowest prices" or will match or beat its competitors' prices, or to use similar phrases; so long as the reseller does not include any advertised price below MAP and otherwise complies with this MAP Policy.
7. It shall not be a violation of this MAP Policy to advertise that a customer may "call for price" or "email for price", or to use similar language, specifically with respect to Fuel For Fire Products, so long as no price is listed.
8. From time to time, Fuel For Fire may permit resellers to advertise MAP Products at prices lower than the MAP retail price. In such events, Fuel For Fire reserves the right to modify or suspend the MAP retail price with respect to the affected products for a specified period of time by providing advance notice to all resellers of such changes.
9. It shall be a violation of this MAP Policy to include in any advertising for Fuel For Fire Products any additional discount, coupon, gift card, or incentive (whether in the form of a special event, promotion, term of doing business or otherwise) that translates into an immediate price reduction, where the cumulative effect would be to reduce the advertised price of any MAP Product below MAP.
10. If a reseller with multiple online store locations violates this MAP Policy at any particular online store location, then Fuel For Fire will consider this to be a violation by all of the reseller's locations.
11. Although resellers remain free to establish their own resale prices, Fuel For Fire reserves the right to cancel all orders and indefinitely refuse to accept any new purchase orders from any resellers following Fuel For Fire's verification that such reseller has advertised any MAP Products at a net retail sales price less than the then-current MAP retail price established by Fuel For Fire, or if reseller has violate this policy in any other way.

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12. Fuel For Fire’s sales representatives are NOT permitted to discuss this Policy or make any agreements or assurances with respect to Fuel For Fire’s Policy regarding reseller advertising or pricing. This also includes any consumer program or promotion that affects the below-listed MAP Products.

SKU/UPC	ITEM	MAP PRICE
8 56768 00401 5	Sweet Potato Apple - SINGLE	\$2.99
8 56768 00402 2	Banana Cocoa - SINGLE	\$2.99
8 56768 00404 6	Tropical - SINGLE	\$2.99
8 56768 00409 1	Mixed Berry - SINGLE	\$2.99
8 56768 00415 2	Coffee – SINGLE	\$2.99
8 56768 00416 9	Strawberry Banana – SINGLE	\$2.99
8 56768 00438 1	Vegan Berry Acai – SINGLE	\$2.99
8 56768 00433 6	Vegan Mango Coconut – SINGLE	\$2.99
8 56768 00440 4	Vegan Chocolate Strawberry - SINGLE	\$2.99

SKU/UPC	ITEM	MAP PRICE
8 56768 00405 3	Sweet Potato Apple – 6-PACK	\$17.99
8 56768 00407 7	Banana Cocoa - 6-PACK	\$17.99
8 56768 00408 4	Tropical - 6-PACK	\$17.99
8 56768 00410 7	Mixed Berry - 6-PACK	\$17.99
8 56768 00417 6	Coffee – 6-PACK	\$17.99
8 56768 00418 3	Strawberry Banana – 6-PACK	\$17.99
8 56768 00439 8	Vegan Berry Acai – 6-PACK	\$17.99
8 56768 00434 3	Vegan Mango Coconut – 6-PACK	\$17.99
8 56768 00441 1	Vegan Chocolate Strawberry - 6-PACK	\$17.99

12-CT CASE GTIN	ITEM	MAP PRICE
10856768004050	Sweet Potato Apple - 12-PACK	\$35.98
10856768004074	Banana Cocoa - 12-PACK	\$35.98
10856768004081	Tropical - 12-PACK	\$35.98
10856768004104	Mixed Berry - 12-PACK	\$35.98
10856768004173	Coffee – 12-PACK	\$35.98
10856768004180	Strawberry Banana –12-PACK	\$35.98
10856768004395	Vegan Berry Acai – 12-PACK	\$35.98
10856768004340	Vegan Mango Coconut – 12-PACK	\$35.98
10856768004418	Vegan Chocolate Strawberry - 12-PACK	\$35.98

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<b>24-CT CASE GTIN-14</b>	<b>ITEM</b>	<b>MAP PRICE</b>
Not applicable	Sweet Potato Apple - 24-PACK	\$66.99
Not applicable	Banana Cocoa - 24-PACK	\$66.99
Not applicable	Tropical - 24-PACK	\$66.99
Not applicable	Mixed Berry - 24-PACK	\$66.99
Not applicable	Coffee – 24-PACK	\$66.99
Not applicable	Strawberry Banana –24-PACK	\$66.99
Not applicable	Vegan Berry Acai – 24-PACK	\$66.99
Not applicable	Vegan Mango Coconut – 24-PACK	\$66.99
Not applicable	Vegan Chocolate Strawberry - 24-PACK	\$66.99

<b>SKU/UPC</b>	<b>ITEM</b>	<b>MAP PRICE</b>
8 56768 00451 0	KIDS Strawberry Banana - SINGLE	\$1.99
8 56768 00450 3	KIDS Banana Cocoa - SINGLE	\$1.99
8 56768 00452 7	KIDS Tropical - SINGLE	\$1.99
8 56768 00453 4	KIDS Mixed Berry - SINGLE	\$1.99

<b>SKU/UPC</b>	<b>ITEM</b>	<b>MAP PRICE</b>
8 56768 00456 5	KIDS Strawberry Banana – 4-PACK	\$7.99
8 56768 00455 8	KIDS Banana Cocoa - 4-PACK	\$7.99
8 56768 00457 2	KIDS Tropical - 4-PACK	\$7.99
8 56768 00458 9	KIDS Mixed Berry - 4-PACK	\$7.99

<b>6-CT CASE GTIN-14</b>	<b>ITEM</b>	<b>MAP PRICE</b>
10856768004562	KIDS Strawberry Banana – MASTER 24-PACK	\$47.99
10856768004555	KIDS Banana Cocoa - MASTER 24-PACK	\$47.99
10856768004579	KIDS Tropical - MASTER 24-PACK	\$47.99
10856768004586	KIDS Mixed Berry - MASTER 24-PACK	\$47.99