

Life Extension® Advertising and Reprint Policies

Life Extension brand vitamins and nutritional supplements are evidence-based, cutting-edge, premium-quality products. Life Extension Vitamin and Supplement Wholesalers, Inc. (the “Company”) is committed to maintaining the Life Extension brand value, integrity and exceptional customer satisfaction developed over more than 30 years in the industry. The Company has established these Advertising and Reprint Policies for Life Extension products (the “Products”).

For purposes of these Policies, “Resellers” include all authorized distributors and wholesalers (“Authorized Resellers”), as well as third party customers (i.e., Authorized Resellers’ customers) that resell Life Extension products to consumers.

Effective **July 1, 2011**:

(1) Advertising Life Extension Products

- Resellers must feature Life Extension brand Products as premium-quality products by (i) maintaining up-to-date customer educational materials about the Products and (ii) for catalog and online Resellers, displaying a telephone number which customers may call to obtain Product information from knowledgeable staff.
- Ad copy must not misrepresent the brand or Products and must not be misleading (e.g., ads may not try to impersonate Life Extension).
- Online, Pay-Per-Click (“PPC”) ads for Life Extension branded terms (“Branded Terms”) may never appear above www.lef.org ads and should always rank below #1. A list of these Branded Terms may be accessed by logging in to your online Life Extension account. The list is updated from time to time and Authorized Resellers should review it prior to placing new PPC advertising. The list includes use of the Life Extension name and a few other variations, and trademarked products.
- URLs, including subdomains, must not impersonate Life Extension and must not contain any of the Life Extension Branded Terms or their misspellings. For example, sites such as www.life-extension-products.net and <http://lifeextension.tumblr.com> would not be permitted. Branded Terms may not be used as part of Social Media or directory site listings. For example, the site listing www.digg.com/lifeextension would not be permitted.
- Advertising by Resellers on Life Extension’s Social Media pages (including comments on the Life Extension forum, blog, Facebook, or Youtube pages), including use of Facebook tags and similar devices to drive traffic from Life Extension sites to Reseller sites, is not permitted.
- Internet ad landing pages must comply with the requirements for Use of Life Extension Content.

(2) Use of Life Extension Content

- Many Resellers like to use Life Extension publications, including Web site content such as text and images, (collectively, “Content”), Life Extension trademarks (collectively “Marks”), and Life Extension logos (collectively “Logos”), in their catalogs, newsletters and mailings, Web sites and blogs to help promote the sale of the products, and in general, the Company encourages this practice because it provides well-presented, accurate information to educate customers about the Life Extension brand and products.
- Life Extension Content is protected by copyright and trademark law. Use of Life Extension Content, Marks, and Logos must be approved by the Company in advance. The Company reserves the right to withhold or withdraw consent to any use of Life Extension Content, Marks or Logos at any time, and upon such notice the Reseller will promptly cease and desist the unauthorized use of the Content, Marks or Logos. If a Reseller fails to comply with this

Advertising and Reprint Policy, the Reseller's copyright and trademark licenses are automatically terminated.

- The following are requirements for all approved use of Life Extension Content:
 - The Content must be reproduced verbatim.
 - In print media, "*Reprinted with permission of Life Extension®*" must appear at the beginning or end of the Content.
 - Online, a link to the original Content on www.lef.org must be displayed at the immediate top or bottom of the Content, and must appear above any medical references. The language for the link should read: "*Reprinted with permission of Life Extension®.*"
 - Online links within Content are not permitted, with the exception of a link to the original Content on www.lef.org.
 - Use of "Daily News" articles is strictly prohibited due to syndication restrictions.

(3) Compliance

- Resellers must comply with these Advertising and Reprint Policies, and all applicable governmental laws, regulations and orders relating to their activities hereunder, including but not limited to the federal Dietary Supplement Health and Education Act of 1994 (DSHEA), the Federal Trade Commission Act, the Lanham Act and regulations promulgated pursuant thereto, and similar state laws and regulations, reporting and licensure requirements, and export and import controls, if applicable. Resellers shall not make claims that the Products are intended to diagnose, treat, cure, or prevent any disease in violation of DSHEA.
- If it is determined by the Company that a Reseller has violated the terms of these Advertising and Reprint Policies, the Company may require all Resellers (not just the party which sold Products to the offending Reseller) to cease and desist all further sales to that offending Reseller. It is the responsibility of all Resellers of the Products to assist in the policing of these Advertising and Reprint Policies as to those persons to whom they, or other Resellers, sell the Products, and if a violation is discovered, to immediately contact the Company with the identity of the offending party (regardless of which Reseller may have actually sold the Product), as well as the facts and circumstances surrounding the alleged violation.
- These Advertising and Reprint Policies may be changed at any time without advance notice by the Company. You are responsible for complying with these Advertising and Reprint Policies as contained in the online Terms and Conditions of your Wholesale Agreement with the Company and for your easy reference, posted online at Your Account.
- The Company strongly believes in these Advertising and Reprint Policies and has made them a condition of advertising our Products. The Company reserves the right to revoke any Reseller's authorization to sell Life Extension brand Products. Failure to comply with these Advertising and Reprint Policies may result in price restructuring, termination of sale and shipment of Products to you for the duration of the non-compliance, termination or your right to use Life Extension copyrighted materials and trademarks, and possible termination of your contract with the Company.

(4) Company Contact

If you have questions about the Life Extension Advertising and Reprint Policies, please contact:

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