

Life Extension® MAP and Advertising Program

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 Life Extension brand value. This Program for Life Extension Resellers sets forth the Company’s Minimum Advertised Price (“MAP”) and advertising policies for Life Extension products. For purposes of this Program, Resellers include all distributor/wholesaler customers that resell Life Extension products to consumers. The Program may be changed at any time without notice by the Company.

All Resellers are responsible for maintaining compliance with the Program. If you have not already, you need to create an online Life Extension account, via our website, www.lef.org, and log-in to access the most current Program details by clicking on “Your Account”.

To foster and support all of our Resellers’ ability to offer exceptional customer service and consumer education about our products, effective July 1, 2009:

Advertising Policies

- Resellers may not advertise Life Extension products for more than 25% off the standard one-bottle retail price (“Retail Price”). Advertising includes, but is not limited to, print and broadcast media advertising such as catalogues, newspaper, radio and television, online pay-per-click advertising, online auction and shopping sites, and your own Web sites, newsletters, direct mail and e-mail. Special unadvertised, limited-time, in-store discounts are permitted; however, this exception does not apply to online business.
- 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 catalogue and online Resellers, displaying a telephone number which customers can call to obtain product information from knowledgeable staff.

Use of Life Extension Content

- Many Resellers like to use Life Extension publications, including Web site content (collectively, “Content”), in their catalogues, 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. Use of Life Extension Content 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 at any time, and upon such notice the Reseller will promptly cease and desist the unauthorized use of the Content.
- 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 prohibited due to syndication restrictions.

Advertising Life Extension Products

- 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 may never appear above www.lef.org ads and should always rank below #1. A list of these terms may be accessed by logging in to your online Life Extension account. The list is updated from time to time and 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.
- Internet ad landing pages must comply with the requirements for Use of Life Extension Content.
- Resellers must comply with 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.

The Company strongly believes in this Program and has made it 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 the MAP and Advertising Program may result in price restructuring, termination of sale and shipment of products to you for the duration of the non-compliance, and possible termination of your contract with the Company.

To support and educate our valued Reseller partners, the Company offers:

- Toll-free access to the full-time Life Extension health advisory group, consisting of MDs, NDs, PhDs, RNs, and nutritionists ready to answer any questions you may have regarding our products, ingredients, contraindications, and health-related issues. Open from 7:30 a.m. – 1 a.m. every day.
- Complimentary issues of the quarterly retail magazine, *Life Extension*, packed with the very latest information on nutritional supplements and the role they play in integrative health. All articles are fully referenced.
- 8.5”x11” full-color, glossy sell sheets on the latest Life Extension SKUs. These may be placed at the point of sale for customers to learn more about the benefits of the Life Extension product line. Life Extension posters also available.

If you have questions about the Life Extension MAP and Advertising Program, please contact:

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