

Life Extension® MAP Policy

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 this Minimum Advertised Price ("MAP") Policy for Life Extension products (the "Products").

For purposes of the Policy, "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.

To foster and support the ability of all Resellers to offer exceptional customer service and consumer education about Life Extension products, effective **July 1, 2011**:

(1) MAP

- For purposes of the Policy, the "MAP" means no more than 25% off the standard one-bottle retail price set by the Company, as reflected on the Life Extension website, www.lef.org (the "Retail Price").
- Resellers may not advertise the Products at a price below the MAP. Advertising includes, but is not limited to, (i) print and broadcast media advertising such as catalogs, newsletters, newspaper, radio and television, (ii) online pay-per-click advertising, (iii) internet sites such as online portal sites, auction and shopping sites, natural or paid search engine listings, social media sites, banner advertisements, and your own Web sites, and (iv) direct mail and e-mail.
- Sales incentives may be advertised but not in a way that results in advertising or showing a price for the Product that is below MAP. For example, "Buy One Get One" or "BOGO" price advertising which results in an advertised price for any single Product below the MAP is not permitted.
- Special unadvertised, limited-time, in-store discounts are permitted; however, this exception does not apply to online business.
- **All Resellers are responsible for maintaining compliance with the MAP Policy. Authorized Resellers are responsible for ensuring their Reseller customers comply with and enforce the Policy. If you are an Authorized Reseller and 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 Policy details by clicking on "Your Account".**

(2) Compliance

- All Resellers must comply with this MAP Policy. If it is determined by the Company that a Reseller has violated the terms of this MAP Policy and/or selling practices set forth herein, 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 this MAP Policy 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.
- This MAP Policy relates only to advertised prices and does not restrict the actual sales price at which a Product is sold.

- The Policy may be changed at any time without advance notice by the Company. You are responsible for complying with the Policy as posted on-line at Your Account.
- The Company strongly believes in this Policy 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 Policy 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.

(3) Support by 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 bimonthly 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.

(4) Company Contact

If you have questions about the Life Extension MAP Policy, please contact:

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