

Eras Natural Sciences, Inc.

Minimum Advertised Price (MAP) Policy

Eras Natural Sciences, Inc. has instituted a MAP Policy to preserve the value of its product, Wound Honey, and to ensure dealers and sales representatives have the incentive to invest resources into advertising Wound Honey.

Effective August 1, 2014, a Minimum Advertised Price (MAP) will be in effect.

1. The Minimum Advertised Price for Wound Honey is \$19.99 per tube.
2. The MAP Policy applies to all advertisements of Wound Honey, in any and all media, including but not limited to coupons, mailers, email letters, newspapers, magazines, catalogs, email solicitations, internet websites, META tags, television, or radio.
3. The inclusion in advertising of free or discounted products with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.
4. If pricing is displayed, any strike-through or other alteration of the Minimum Advertised Price is prohibited.
5. Internet auctions may not display or have reserved bid or other acceptable prices below the MAP price.
6. MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer.
7. The SRP and MAP SRP for Wound Honey is \$19.99 per tube.
8. MAP does not establish maximum advertised prices. All retailers may offer Wound Honey at any price in excess of the MAP.
9. Violators of the MAP Policy will receive one warning, then their account will be terminated if the situation is not corrected.

Acknowledged by: _____

Printed Name: _____

Title: _____

Date: _____