



MINIMUM ADVERTISED PRICE POLICY

Since 1982, Natural Vitality® has established itself as not only a brand promoting the use and awareness of magnesium as a supplement, but also a brand at the forefront of creating new and unique nutrition supplement formulations.

In doing so, Natural Vitality has become recognized as more than just another premium brand. Through strategic partnerships and the use of category-leading ingredients in our products, we have established ourselves as a market leader in liquid supplementation, winning numerous awards and experiencing rapid growth in our categories.

We recognize that our excellent resellers, retailers, e-tailers and distributors have similarly invested their time and resources in our products and brand. To support this investment in Natural Vitality and promote the recognition of the high and consistent quality of Natural Vitality products, Natural Vitality has unilaterally established a Minimum Advertised Price Policy. These minimum advertising prices, which will be generally set to 40 percent off MSRP, can be seen, along with terms of sale and any updates, at

<http://www.naturalvitality.com/terms-sale/>

<http://www.naturalvitality.com/minimum-advertising-price-policy/>

With your help we have created some of the best supplements available today. We would like to personally thank you for your understanding and support of this policy and our products over the years. Should you have any questions, please contact our Vice President for Account Management directly at nnierop@naturalvitality.com.



NATURAL VITALITY MAP POLICY GUIDELINES

Natural Vitality® has established a Minimum Advertised Price (“MAP”) policy for its products. This MAP policy applies to all advertisements of each dealer, retailer or distributor of any Natural Vitality products (“Dealer”).

The intention of this Minimum Advertised Pricing Policy (the “Policy” or the “MAP Policy”) is to identify the terms and conditions for advertising for the sale of any Natural Vitality products. Natural Vitality reserves the right to refuse to sell all or a portion of its products to any Dealer that advertises in violation of this MAP Policy. Natural Vitality reserves the right, in its sole and absolute discretion, to decline all future sales to a Dealer for violation of this MAP Policy.

Natural Vitality sets forth the following requirements as part of its MAP Policy:

1. Natural Vitality may establish a MAP for each of its products. Any advertisement by Dealer of that product for sale at any price below the MAP will result in Natural Vitality exercising its right to refuse to make future sales of that product, or of other Natural Vitality products, to Dealer. Natural Vitality shall publish all MAPs to <http://www.naturalvitality.com/terms-sale/> and <http://www.naturalvitality.com/minimum-advertising-price-policy/>
2. This MAP Policy will be enforced solely and unilaterally by Natural Vitality. Natural Vitality, in its sole and absolute discretion will decide what action that it deems necessary in the event that this Policy is not followed, including the right to cancel all orders and indefinitely refuse to accept any new orders from any Dealer, pursuant to Natural Vitality verification that such Dealer has advertised any MAP products at a net retail sales price less than the current MAP retail price established by Natural Vitality, or if Dealer has violated this Policy in any other way.
3. The MAP Policy applies only to advertised prices, and neither this Policy nor any other agreement or arrangement apply to the price at which any products are sold by the Dealer to an end-user at the Dealer’s retail location. Natural Vitality expressly recognizes that Dealer may sell the products at any price that Dealer chooses.
4. The MAP Policy does not intend to and does not establish maximum advertised prices, and Dealer is entitled to advertise the products at any price equal to or in excess of the MAP.
5. The policy set forth in this MAP Policy applies to all advertisements of Natural Vitality products in any and all media, including, but not limited to, newspapers, television, radio, Internet or similar electronic media, flyers, bulletins, newsletters, mailers, e-mails, magazines, catalogs, signs, and all other types of advertising. This MAP Policy also applies to any activity that Natural Vitality determines, at its sole discretion, is designed or intended to circumvent this MAP Policy.

6. Natural Vitality, at its sole discretion, may adjust or discontinue the MAP for any product upon seven (7) calendar days' notice to Dealer. Any such adjustment or discontinuation of the MAP for a particular product will have no effect on the continued applicability of the MAP for any other product. Any such adjustment or discontinuation of the MAP for a particular product will be uniformly applied to all Natural Vitality Dealers throughout the United States.
7. Natural Vitality, at its sole discretion, may modify the Manufacturer's Suggested Retail Price ("MSRP") for any of its products, and will undertake to notify all of its Dealers of any such changes promptly. All retailers and distributors must implement any such modifications within seven (7) calendar days of the date of any such change in MSRP.
8. This MAP Policy is unilateral and nonnegotiable. No employee or representative of Natural Vitality has the authority to change it without written approval from the board of directors. Natural Vitality reserves the right to terminate sales of all or a portion of its products to any account that does not follow this Policy.
9. This Policy is intended to remain in effect for as long as Natural Vitality and Dealer maintain a business relationship, unless Natural Vitality modifies this Policy in writing.
10. Terms such as "call for price," "e-mail for price," "lowest price," that a reseller will match or beat its competitor, or similar phrases, shall not be deemed a violation of this MAP Policy so long as no advertised price is provided below MAP and the advertised price otherwise complies with this Policy.



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www.naturalvitality.com • organicconnectmag.com • naturalvitalityliving.com

MINIMUM ADVERTISED PRICING LIST

Item #	Description	Size	UPC	Retail	MAP
544	Calm	8 oz	183405000018	\$22.95	\$13.77
545	Calm	16 oz	183405000025	\$39.95	\$23.97
2724	Calm Raspberry/Lemon	8 oz	183405000100	\$23.95	\$14.37
2739	Calm Raspberry/Lemon	16 oz	183405000117	\$40.95	\$24.57
2725	Calm Orange	8 oz	183405000070	\$23.95	\$14.37
2743	Calm Orange	16 oz	183405000087	\$40.95	\$24.57
2722	Calm Lemon	8 oz	183405000131	\$23.95	\$14.37
2742	Calm Lemon	16 oz	183405000148	\$40.95	\$24.57
3545	Calm Cherry	8 oz	875534001614	\$23.95	\$14.37
3704	Calm Cherry	16 oz	875534001959	\$40.95	\$24.57
2931	Calm Packets Original (unflavored)	30 pk	183405000728	\$24.95	\$14.97
2930	Calm Packets Rasp/Lem	30 pk	183405000636	\$24.95	\$14.97
2965	Calm Plus Calcium	8 oz	183405000971	\$25.95	\$15.57
2966	Calm Plus Calcium	16 oz	183405000988	\$46.95	\$28.17
3032	Calm Plus Calcium Rasp/Lem	8 oz	875534000938	\$25.95	\$15.57
3227	Calm Plus Calcium Rasp/Lem	16 oz	875534001461	\$46.95	\$28.17
3428	Calm Plus Calcium Pckts Rasp/Lem	30 pk	875534001522	\$25.95	\$15.57
3427	Calm Plus Calcium Pckts Original	30 pk	875534001515	\$25.95	\$15.57
180	Calmag	8 oz	183405000162	\$18.95	\$11.37
181	Calmag	16 oz	183405000179	\$30.95	\$18.57
2734	Calmag Rasp/Lem	8 oz	183405000537	\$18.95	\$11.37
2872	Organic Life Vitamins	30 oz	183405000469	\$36.95	\$22.17
3043	Organic Life Vitamin Nutri Packs	30 pk	875534001263	\$36.95	\$22.17
3419	Kid's Calm Multi	30 oz	875534001508	\$34.95	\$20.97
3177	Osteo Calm (Improved)	30 oz	875534001409	\$28.95	\$17.37
3430	Energy 28 Packets	15 pk	875534001560	\$25.95	\$15.57
3468	Energy 28 Bottle	30 oz	875534001584	\$29.95	\$17.97
3591	Vitality B	60 caps	875534001645	\$29.00	\$17.40
3592	Vitality C	30 caps	875534001652	\$19.50	\$11.70
3671	Plant Sourced Minerals Bottle [liquid]	16 oz	875534001935	\$24.95	\$14.97
3672	Plant Sourced Minerals Capsules	60 caps	875534001942	\$22.95	\$13.77
75	Natural Life Minerals	16 oz	183405000582	\$21.95	\$13.17
587	Natural Life Minerals	32 oz	183405000384	\$41.95	\$25.17
3024	Natural Life Minerals Unsweetened	32 oz	875534000884	\$41.95	\$25.17
3718	Natural Calm Sports Bath	16.5 oz	875534001416	\$14.95	\$8.97