



## AUTHORIZED RESELLER MINIMUM ADVERTISED PRICE (MAP) POLICY

May 2017

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Founded in 1996, Eidon, Inc. (Eidon) is dedicated to quality and commitment towards educating the public about the true functions, requirements and benefits of minerals. We have great expectations for Eidon, and we are dedicated to its growth and success. In an effort to maintain the superior integrity and quality of its products, Eidon announces the following minimum advertised price (MAP) policy. This MAP policy applies to all authorized resellers of Eidon products ("Reseller"). Eidon has unilaterally determined that it will sell Eidon Products only to those Resellers that comply with this policy.

The MAP policy is a unilateral policy and will be enforced by Eidon in its sole discretion. Eidon reserves the right to amend this policy at any time. The MAP price for any Eidon Product will be determined by Eidon and communicated to Resellers by Eidon from time to time. All Eidon Products subject to MAP, and their associated minimum advertised prices, are identified in Exhibit A attached hereto.

This policy applies to any advertising of Eidon Products by Resellers in any media, including, but not limited to radio, television, print, and the internet; and in any form, such as direct mailings, catalogs, flyers, group faxing or emailing. Nothing contained herein, however, shall in any way be deemed to restrict the Reseller's ability to determine its own resale prices. This policy is not intended to prohibit the Reseller from providing below MAP quotations on an individual basis in response to a specific request for quotation by an individual customer; provided such response is not automated.

It is not the intent or purpose of this policy to restrict, coerce, force or reach agreement with a Reseller to charge a retail price for any products, including, without limitation to Eidon Products.

### **Advertising Requirements and Standards**

1. The use of any discount, coupon, giveaway, or incentive (whether in the form of a special event, promotion, condition to doing business or otherwise), in any advertising by a Reseller where the cumulative effect is to reduce the advertised price of any Eidon Product(s) below its MAP shall be a violation of this policy. The inclusion of discounted or free shipping and handling, and/or free non-Eidon branded items (hats, shirts, totes, etc.) with purchase are not considered MAP violations.
2. The act of bundling products where the cumulative effect is to reduce the advertised price of any Eidon Product(s) below its MAP shall be a violation of this policy.
3. All product rebates offered on Eidon Products in which the sum of the advertised price plus the rebate results in an amount less than the MAP will be considered a violation of this policy. Eidon reserves the right to make an exception in the sole case of a manufacturer's rebate being offered by Eidon to the Resellers' end-user customer.
4. This policy may be modified, extended, suspended, discontinued or rescinded in whole or part by Eidon for any Eidon authorized promotional program(s) or period(s).

5. The use of “add to cart”, “make offer”, “e-mail for lower price,” or any similar automated price quotation feature or links to trigger an email exchange to provide automatic price quotations at below MAP for any Eidon Products shall be a violation of this policy. Adding a product to a shopping cart to reveal a price lower than MAP is not acceptable.
6. Communicating, implying or employing any mechanism where the cumulative effect is to reduce the advertised price of any Eidon Product(s) below its MAP shall be a violation of this policy. Examples include, but are not limited to: "call for better price", "see price in cart". Additionally, showing a lower price in cart or crossing-out prices of products advertised at MAP also constitute a violation of this policy.
7. Reseller’s advertising must provide complete and accurate descriptions of Eidon Products.
8. Reseller’s advertising may not contain any false, misleading, improper or inappropriate statements, photographs, artwork, descriptions, or other information about Eidon Products.
9. Reseller’s advertising must clearly and conspicuously identify the name, and location of Reseller.
10. Reseller’s advertising must use product descriptions, images, videos or artwork of Authorized Products that are either supplied by Eidon/obtained from Eidon Reseller sites, or use appropriate materials of equal or higher quality.
11. Reseller must comply with applicable laws regarding electronic mailing and solicitation.
12. For Resellers with multiple store locations, a violation of this policy by any one store location shall be considered a violation by all store locations. If Eidon unilaterally determines that a Reseller may have violated this policy, without assuming any liability, Eidon may immediately revoke the authorization of the Reseller to purchase Eidon Products at reseller/ distributor prices.

**Thank you for your continued support of Eidon:** Please contact our offices by phone (800)700-1169 or email @ [info1@eidon.com](mailto:info1@eidon.com) for inquiry concerning this policy. We appreciate your compliance and look forward to working with you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rick Wagner', with a stylized flourish at the end.

Rick Wagner  
CEO/ Founder Eidon Inc.

## EIDON MAP PRICING

<u>Product</u>	<u>Unit Size</u>	<u>MAP</u>
<b>Bone Support</b> 6 40923 00022 2	18 oz.	\$19.99
<b>Boron</b> 6 40923 00041 3	18 oz.	\$19.99
<b>Calcium</b> 6 40923 00003 1	18 oz.	\$19.99
<b>Chromium</b> 6 40923 00004 8	18 oz.	\$19.99
<b>Copper</b> 6 40923 00005 5	18 oz.	\$19.99
<b>Electrolytes</b> 6 40923 00020 8	18 oz.	\$19.99
<b>Iodine</b> 6 40923 00006 2	18 oz.	\$19.99
<b>Immune Support</b> 6 40923 00018 5	18 oz.	\$19.99
<b>Joint Support</b> 6 40923 00007 9	18 oz.	\$19.99
<b>Magnesium</b> 6 40923 00008 6	18 oz.	\$19.99
<b>Molybdenum</b> 6 40923 00017 8	18 oz.	\$19.99
<b>Multiple Mineral</b> 6 40923 00010 9	18 oz.	\$19.99
<b>Potassium</b> 6 40923 00011 6	18 oz.	\$19.99
<b>Selenium</b> 6 40923 00012 3	18 oz.	\$19.99
<b>Silica</b> 6 40923 00001 7	18 oz.	\$19.99
<b>Sulfur</b> 6 40923 00013 0	18 oz.	\$19.99
<b>Zinc</b> 6 40923 00014 7	18 oz.	\$19.99
<b>Silica Moisturizing Lotion</b> 6 40923 00002 4	16 oz.	\$19.99
<b>Gold Sunscreen SPF 25</b> 6 40923 00038 3	4 oz.	\$9.99

<u>Product</u>	<u>Unit Size</u>	<u>MAP</u>
<b>Bone Support</b> 6 40923 00022 2	2 oz.	\$19.99
<b>Boron</b> 6 40923 00016 1	2 oz.	\$19.99
<b>Calcium</b> 6 40923 00028 4	2 oz.	\$19.99
<b>Chromium</b> 6 40923 00043 7	2 oz.	\$19.99
<b>Copper</b> 6 40923 00039 0	2 oz.	\$19.99
<b>Electrolytes</b> 6 40923 00040 6	2 oz.	\$19.99
<b>Iodine</b> 6 40923 00031 4	2 oz.	\$19.99
<b>Immune Support</b> 6 40923 00021 5	2 oz.	\$19.99
<b>Joint Support</b> 6 40923 00023 9	2 oz.	\$19.99
<b>Magnesium</b> 6 40923 00024 6	2 oz.	\$19.99
<b>Molybdenum</b> 6 40923 00036 9	2 oz.	\$19.99
<b>Multiple Mineral</b> 6 40923 00025 3	2 oz.	\$19.99
<b>Potassium</b> 6 40923 00032 1	2 oz.	\$19.99
<b>Selenium</b> 6 40923 00033 8	2 oz.	\$19.99
<b>Silica</b> 6 40923 00026 0	2 oz.	\$19.99
<b>Sulfur</b> 6 40923 00034 5	2 oz.	\$19.99
<b>Zinc</b> 6 40923 00035 2	2 oz.	\$19.99