

# Retail Internet Minimum Advertising and Pricing (MAP) Policy

## Introduction and Rationale

Signature Formulations LLC (SF) Minimum Advertising and Pricing Policy (MAP) governs the internet resale of the Signature Formulations Retail product line ("products"). At Signature Formulations, we make a committed effort to support your sales of our products through our brand advertising, promotions, and consumer education. We are aware of the time and resources many of you invest to create an excellent customer experience. We want to protect your ability to do so, while simultaneously discouraging price-based advertising that could become detrimental to your service and support efforts, and to Signature Formulations' competitive position. As a condition of being an Internet Reseller of Signature Formulations products, it is essential that you adhere to the following terms and conditions. Failure to abide by these terms and conditions may result in the suspension and/or termination of your account with Signature Formulations. This policy is provided to all new and existing customers as a benefit of being a valued customer of SF.

## Terms and Conditions

1. SF establishes a Minimum Advertised Pricing (MAP) for its products. The MAP may be adjusted by SF at its sole discretion. Such adjustments shall be uniformly applied to all SF dealers and resellers in the United States.
2. International Restrictions: Internet Resellers should be aware that there are international supplement regulations and policies governing nutritional supplements. These regulations and policies can vary from country to country and do change from time to time. It is the Internet Resellers' responsibility to make themselves aware of these regulations and determine whether or not a product can be sold and shipped to consumers in the country in question.
3. The MAP applies to all advertisements for SF products in any and all media, including, but not limited to: flyers, posters, brochures, special offers, coupons, mailers, emails, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media, television, radio and other public displays.
4. For Internet Resellers, the MAP specifically allows a maximum advertised discount of up to, but no more than, fifteen (15)% off the Manufacturer Suggested Retail Price (MSRP) as indicated by the current pricing supplied by SF and attached hereto. SF retains the right to modify MSRP at any time and will notify all dealers and resellers of such price modifications. All Internet Resellers must implement such modifications within ten (10) business days from the date of notification.
5. Internet Resellers are only authorized to sell to consumers via a Signature Formulations approved site. Sales to third-party resellers and distributors are strictly prohibited.
6. The MAP applies to the price at which SF products are offered for sale to a consumer from the Internet Reseller. Final sales price remains totally at Internet Reseller's discretion within the agreed Minimum Advertised Price Policy to be anywhere between MSRP and a maximum of fifteen (15) % off MSRP. No further discounts or coupons can be applied to SF products. The Internet Reseller understands that a violation of this policy is grounds for termination of the Internet Reseller relationship with SF.
7. Any variation between the advertised price, the in-cart price and/or the checkout price is prohibited. Final prices and quantities must be clearly displayed on the product page.
8. Violations:
  - a. If SF determines that an Internet reseller is in violation of its MAP policy, SF reserves the right to cancel any pending orders, restrict future orders, suspend discounts, or immediately revoke the authorization to purchase any of the company's products for a period of at least one (1) year. Signature Formulations' MAP Administration is solely responsible for determining whether a violation has taken place well as determining the appropriate sanctions.
  - b. Waivers to this MAP policy may be granted at Signature Formulations' sole discretion by the MAP Administration, in writing. In the event that the MAP Administration authorizes a waiver to the MAP policy, violators must strictly adhere to the terms of the waiver letter. Deviation from the terms of the waiver letter will be considered a violation of the MAP policy.
9. SF may periodically discontinue products or engage in special promotions with respect to certain items. In such events, SF may, at its discretion, modify or suspend the MAP with respect to the affected products by timely notifying all dealers of such change. Such notifications shall be made in writing to the dealer or reseller by email, facsimile or mailed letter.
10. Full disclosure of all trade names held by you selling Signature Formulations products:
  - a. Internet Reseller acknowledges full disclosure of all of its corporate names and business names under its control (DBAs – Doing Business As) to SF and has disclosed a list of any and all such business names, URLs, storefronts, and marketplaces to SF. Failure to fully disclose any information or provide updates in writing to Signature Formulations with any changes or additions may result in account suspension or termination.
  - b. Internet Reseller understands that multiple accounts with SF under different business names, but under the control of a parent corporation or owner are not permitted. All orders with SF shall occur from the Parent Corporation or business.
11. SF must be excluded from all site-wide sales and promotions, including membership sales, and gift cards that exceed a TOTAL and FINAL discount of 15% off current published MSRP.
12. The MAP does not establish maximum advertised prices. All dealers and distributors may offer Signature Formulations products at any price at, or excess, of the MAP established for such product.

**SIGNATURE FORMULATIONS LLC**  
800.469.9704 • Fax 480.634.1243  
5446 W. Roosevelt St., Phoenix, AZ 85043



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## Cont'd

### Doing-Business-As (DBA) & Fulfillment Disclosure Policy

As stated in the Minimum Advertising and Pricing Policy, Signature Formulations retailers (including, but not limited to, Internet retailers and brick and mortar retailers) may not sell Signature Formulations products to another retailer or distributor (item 5). As such, all methods or sales channels used to sell Signature Formulations products must be fully disclosed upon request by completing this DBA and Fulfillment Disclosure form. At this time Signature Formulations is not approving any third party websites for sale of our products.

If any new methods or sales channels are set up after the completion of this form, that information must be provided directly to Signature Formulations' MAP Administration (care@sigform.com) within 30 days and must be approved by Signature Formulations before products may be sold on the new website.

Failure to disclose any of the above methods or any other sales channels as requested, or as previously disclosed, will be considered a violation of Signature Formulations MAP policy and its DBA and Fulfillment Disclosure Addendum which can be grounds for discount and/or account suspension.

This policy addendum is established unilaterally and therefore is not subject to negotiation. Signature Formulations will implement and take action respecting the DBA and Fulfillment Disclosure Addendum based upon information deemed sufficient by Signature Formulations and all such determinations are final. Signature Formulations reserves the right at any time to modify this policy, to establish new or different policies or to discontinue any or all of such policies. This DBA and Fulfillment Policy shall remain in effect as an addendum to the MAP Policy until modified or terminated by Signature Formulations and sent in writing.

### Doing-Business-As (DBA) & Fulfillment Disclosure Form

#### Please type/print legibly:

Legal Name of Retailer: \_\_\_\_\_

Phone: \_\_\_\_\_

Signature Formulations Account #: \_\_\_\_\_

Email: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

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\_\_\_\_\_

#### Disclosure of DBA(s) and corresponding URL(s)

**Required:** Full disclosure of DBAs and URLs under which the Signature Formulations brand and products requested to be sold.

Storefront Name	Complete URL

#### Disclosure of Physical Locations of Fulfillment of Products

**Required:** Full disclosure of all warehouse locations/fulfillment services from where the Signature Formulations brand and products will be shipped.

Fulfillment Center Name (if applicable)	Physical Location (Street Address, City, State, Zip)

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