



True Nature Group Inc  
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## Minimum Advertised Pricing (MAP) Policy

True Nature Group (TNG) has worked hard to ensure that all ("Dealers") provide end consumers of TNG products (Lavera, True Natural, Benecos and Green People) with the kind of advice, service, knowledge, and support necessary to maintain the high level of customer satisfaction developed over the years. TNG has concluded that certain types of advertising can affect our goodwill and is damaging to the standards and reputation that TNG products have achieved. Therefore, TNG is establishing a Minimum Advertised Price ("MAP") policy.

### Objectives:

1. To ensure that our dealer-product relationships are consistent and value based.
2. To maintain the proper positioning of TNG products in the marketplace.

The MAP Policy: Dealers may advertise TNG products at or above the minimum advertised price. The MAP is equal to the MSRP displayed in our website and catalog. For purposes of the MAP Policy "advertising" means any advertising through authorized media. Authorized media consists of billboards, newspapers, magazines, catalogs, brochures, direct mail, retail flyers, television, radio, e-commerce, forums and Dealer internet sites or any other method which uses the hypertext transfer protocol ("http") or any internal link to a web based shopping cart is considered advertising for the purposes of this policy.

Advertising that does not mention the MAP or higher price violates the MAP Policy. Any price with a "strike through" treatment is not considered a proper display of the MAP or higher price. Any advertised price, discounts such as coupons, or free accessories resulting in an effective advertised price for TNG products at less than the MAP will constitute a violation of the MAP Policy. A Dealer who advertises bundles of products, which include TNG products, must advertise the price or value of the TNG products at or above the MAP. For example, the advertised bundle should say "includes TNG product, which has a suggested retail price of \$XX.00 (or higher)". It is (TNG)'s unilateral policy to cease supplying products to any Dealer who offers any TNG product on an internet auction site or any other third party web site!

The MAP Policy applies only to the dealer's advertised prices, not selling prices. Dealers are free to sell TNG Products at whatever price they choose.

Dealers wishing to implement Temporary Price Reductions for a specific marketing campaign MUST seek prior approval in writing from TNG.

TNG, Inc will monitor compliance with this policy. TNG may, at it own discretion, stop or block supply of product to any Dealer found to be in violation of the MAP Policy.

If a Dealer has any questions about whether a planned advertisement complies with this policy please contact Victor Tang at True Nature Group Inc. at (425)284-6278 for guidance.

Signature \_\_\_\_\_ Date \_\_\_\_\_