



INTERNET MAP POLICIES

Effective immediately, Sedona Labs and Sedona Pro Internet MAP Policies.

We recognize that many of our customers provide products through various means, including retail locations and the Internet. The independent health food store and health care providers will remain our primary business focus, while allowing Sedona Labs and Sedona Pro products to be sold only through Internet-based channels that are compliant with our updated web resale policy and procedures.

Non-compliance may result in account termination.

The guidelines described here are designed to preserve the integrity of the Sedona Labs/Sedona Pro brands, while supporting a fair and competitive sales environment.

We sincerely appreciate your assistance and participation in this process.

Internet Retailers and Minimum Advertised Price (MAP) Policies

Liability: The Minimum Advertised Price (MAP) Policy applies to all customers including those that own, operate or manage websites. The MAP policy applies to all printed and electronic advertisements of Sedona Labs and Sedona Pro products including but not limited to catalogs, brochures, websites, email solicitations, special offers, newsletters and electronic coupons or coupon codes.

Advertising: Through the purchase of Sedona Labs and Sedona Pro products, customers agree not to advertise through any medium of mass communication any product at less than the Suggested Retail Price (SRP) for each respective product as listed on the Sedona Labs and Sedona Pro products list in effect at the time of the advertising. This policy prohibits the advertising of any volume discount or other promotion that would cause the per unit sales price to be advertised at less than the SRP. Similarly, any language referring to or speaking of inferred discounts that a customer may receive through a website is prohibited.

Actual Resale Price: MAP provisions do not establish the retailer's actual resale price. Retailers are free to set the actual resale price as they deem appropriate; however, all products must check-out at or above suggested retail price (typically the page at which the end user finally purchases the product). Access to an actual resale price that is lower than SRP via the internet may only be granted through restricted web pages protected by a unique code.

Third Party Websites: The advertising, sale or distribution of products through third party retail websites or auction-type, marketplace or classified-ads-type websites is prohibited. If products appear on third party websites from untraceable sources, third party sites are obligated to adhere to the provisions of this policy. This prohibition includes, but is not limited to Amazon.com, eBay and similar outlets.

Miscellaneous Provisions: Customers may not sell Sedona Labs and Sedona Pro products to the following retailers: Amazon.com, eBay and similar outlets.

The undersigned Customer acknowledges that the restrictive provisions set forth in this Policy are reasonable and necessary for the protection of Sedona Labs and Sedona Pro legitimate business interests and agree to remain in compliance.

Name _____ Signature _____ Title _____

(Print)

Legal Name of Company _____ Date _____

Email Address _____ Phone _____