



## Minimum Advertised Price Policy – USA

As the developer of the World's first FDA Registered Certified Organic Medicine, Forces of Nature, Inc. ("FoN") is proud of its role in pioneering natural efficacious treatments for many common ailments.

FoN's Minimum Advertised Price Policy ("MAPP") recognizes that there is much more besides price alone that is important to the successful selling, support, and marketing of FoN products. A focus solely on price could harm FoN resellers' excellent sales, service, marketing, and support which in turn could harm FoN's competitive position, reputation, and brand. FoN does not want its resellers to "race to the bottom" on price and risk sacrificing their provision of important customer services. FoN believes this policy will make FoN and its resellers more competitive and that the MAPP will benefit FoN resellers.

FoN enforces the MAPP in its sole and absolute discretion. This includes FoN's unilateral decision to not conduct business with any reseller who intentionally violates the MAPP. Any reseller may, of course, decide to advertise any FoN product at any price, but if such price is less than the MAPP, such reseller does so with the understanding that FoN has the right to cease doing business with the reseller and to pursue or obtain any other remedies available to it. FoN's resellers are expected to be committed to providing excellent customer service and support by having well-trained, knowledgeable personnel who present well FoN's products and services. FoN believes it is important in turn to support these high standards and good efforts. Part of that support is unilaterally establishing this MAPP which is intended to allow FoN resellers to earn sufficient profits to maintain their high level of customer service.

FoN's Price List can be found attached and includes a "Suggested Retail Price" ("SRP") for each product listed. For the sake of clarity, FoN resellers have the absolute right to set their own prices and to sell FoN products and/or services at any price desired by such reseller, however, any advertisement by any FoN reseller that states a price other than the SRP for the respective product in the Price List violates the MAPP. Such advertisements include, without limitation, those using any and all media (whether now known or later created), including, magazines, coupons, mailers, catalogs, inserts, newspapers, internet advertisements, via email, television, radio, and/or public signage. The MAPP also applies to any activity which FoN determines, in its sole and absolute discretion, is designed to circumvent the intent of the MAPP, including provision of any other discount, coupon, credit (including gift cards), or incentive (such as free shipping) that results in an immediate price reduction of the advertised price of any FoN product or service below its SRP.

It shall not be a violation of this MAPP to advertise that: (a) reseller has "the lowest price" or will match or beat its competitors' prices, or to use similar phrases, provided that reseller does not include any advertised price below SRP and otherwise complies with this MAPP, and/or (b) customers may contact reseller to obtain pricing with respect to FoN products, provided that no price is listed.

Neither FoN's nor reseller's sales representatives shall discuss this MAPP or make any agreement or assurance about it.