



Minimum Advertised Price (MAP) Policy

Variant Products encourages all distributors and resellers of its' products to promote the quality and value inherent in all of the items we manufacture. To protect our reseller margins, Variant is implementing this Minimum Advertised Price (MAP) policy effective December 1, 2009 as it relates to the launch of our NEW VitaCarry® Handheld Power Pill Grinder. The policy will remain in effect for no less than six months and may be extended or modified at the company's sole discretion.

Policy Coverage: VitaCarry® Handheld Power Pill Grinder
Manufacturer's Recommended List Price: \$29.99
Minimum Advertised Price: \$24.99

MAP policy covers resellers in the United States only.
MAP does not apply to prices of product actually sold. It only applies to advertised prices.
MAP policy applies to any advertisement of the Power Grinder within the stated time period in all media including and without limitation to fliers, posters, coupons, inserts, newspapers, magazines, internet, catalogs, television, radio, signage, etc.

Advertisements of the above item found below the MAP will be considered a violation of Variant policy. Failure to adhere to this policy will result in a communication to bring the reseller's advertising into compliance. Future intentional failure to abide by this policy may result in the loss of a reseller's ability to carry our products.

Participation is within the discretion of the reseller who may choose to comply or not.

Sales personnel have no authority to grant exceptions. Any communications, questions or comments will be directed to sales@variantproducts.com - Attn: MAP Administrator.

Thank you for your attention to this matter.

Respectfully,

A handwritten signature in blue ink that reads "Christopher P. Gardner".

Christopher P. Gardner
President & CEO

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🖨 585. 340.6236

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