

VISION




To: All Produits Neptune Partners
Date: February 17, 2009
Re: **Policy Regarding Minimum Advertised Pricing (MAP)**

Produits Neptune actively supports the advertising and promotion of its products by its partners. Produits Neptune has built a strong reputation among consumers and has determined that it shall not support through advertising or promotional materials, cooperative advertising or otherwise, advertisements or promotional material that have the effect of diminishing or detracting from the perceived value of Produits Neptune.

Effective as of March 1, 2009, Produits Neptune has established a minimum advertised price (MAP) on all products. The policy applies to all US partners. The MAP policy shall work under the following guidelines:

- 1- Maximum of 25% discount from the current price list.
- 2- MAP policy applies to all advertisements of Produits Neptune in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio, and public signage. The MAP policy is not applicable to any in-store advertising.
- 3- MAP applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the partner's retail location or over the telephone.
- 4- MAP does not establish maximum advertised prices. All partners may offer Produits Neptune products at any price in excess of the MAP established for such product.
- 5- Intentional and/or repeated failure to abide by this policy will result in termination of partnership.



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