



INTERNET MINIMUM ADVERTISED PRICE POLICY

Eric Morris & Company has established an Internet Minimum Advertised Price (IMAP) Policy for all Eric Morris & Company distributors effective April 1, 2014 with respect to advertising the company's products via the Internet. Further, the policy is being adopted and unilaterally implemented by Eric Morris & Company in an effort to preserve the premium branding and pricing associated with our entire line of products. This policy only limits the pricing at which Eric Morris and Company products may be advertised and does not limit or control the actual selling price.

Policy

An Eric Morris & Company distributor is free to establish its own resale prices. However, a distributor may not advertise or promote our products for more than **25%** off suggested list prices. Prices below IMAP may not be displayed in the shopping cart at any time. Language such as "We will beat any price" and "Prices too low to be advertised" are considered a violation of our IMAP policy. However, "Call for quotation" or similar language is acceptable.

- Upon first violation, customer will be notified and given 5 working days to bring pricing into compliance. Any "open" orders will be immediately placed on hold.
- Upon second violation Eric Morris & Company will immediately terminate the distributor's account.

Eric Morris & Company distributors are not authorized to sell our products to businesses or entities which advertise or sell our products via the Internet at Net prices below the IMAP established by Eric Morris & Company.

All questions concerning this policy may be directed to Phil Avila, National Sales Manager at 1-856-997-0222 or via e-mail, pavila@ericmorrisandco.com.