

## **Minimum Advertising and Pricing Policy (MAP) Internet and Non Internet Reseller**

The Everyday Cardio Care, Inc. (EDCC) Minimum Advertising and Pricing Policy (MAP) governs the Internet and non internet resale of products purchased from EDCC. This includes approved e-commerce vendors, online clinics and pharmacies.

The MAP Policy does not apply to discount advertising within a practitioner's office setting or practitioner's print and email advertising to a private patient base. "Patient" is defined as an individual who is treated and monitored in the practitioner's office.

### **Policy Mandates Include the Following:**

EDCC products cannot be advertised and sold for less than the Suggested Retail Price (SRP) on all e-commerce platforms (Amazon, E Bay and others).

EDCC prohibits wholesale volume discounts or other media advertising promotions that would cause the unit price to be less than the SRP.

Media advertising includes the internet, emails, catalogs, direct mailings, brochures, other.

EDCC products must retail at or above the Suggested Retail Price as posted on our price list below.

Customers found in violation of our MAP policy must conform within 3 days. Non-compliance will result in a "hold" on the account and potential loss of future purchasing privileges

EDCC does not allow third party resellers (includes Amazon and Ebay) to sell EDCC products without full proof of account registration with EDCC or an approved supplier of EDCC.

Third party resellers that do not disclose their identity (EDCC account number or purchase source) will be considered in violation of our MAP policy. This will be considered to be selling counterfeit product and will be reported for a take down order in the marketplace.

Hidden prices are not allowed. Hidden prices will be considered a violation of our MAP policy.

EDCC reserves the right to change or modify this policy at any time.

### **Product Price List**

Everyday Blood Pressure Support (60 capsules) SRP: \$38.99

By signing below, you have read and agreed to the above stated terms:

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_