



Minimum Advertised Price Policy (MAP)

In order to protect our reputation for quality products, BerryBreeze™ has adopted the Minimum Advertised Price Policy (MAP). The policy states as follows:

BerryBreeze™ has established a Minimum Advertised Price policy for all products sold or represented by BerryBreeze™. BerryBreeze™ reserves the right to cease supplying product to any dealer whose advertising of the product (or to any distributor who sells to a dealer whose advertising of the product) contains a price lower than the Manufacturer's Retail MAP Price set forth in the current BerryBreeze™ Price List.

This policy applies to all forms of dealer advertising including mailings, catalogs, displays at consumer exhibitions and shows, and any and all other forms of advertising media, including without limitation, the Internet and any other electronic network. Any price information relating to BerryBreeze™ products on an Internet website which can be accessed directly through any transfer protocol (http) is considered to be advertising for purposes of this policy. Electronic mail sent in direct response to a customer inquiry is not considered to be advertising.

This policy only concerns advertised prices, and applies equally to all BerryBreeze™ distributors and dealers.

The foregoing is a statement of our BerryBreeze™ unilateral policy and expresses the terms upon which we will deal with our customers. BerryBreeze™ may modify the MAP policy from time to time. BerryBreeze™ does not seek, nor will it accept, any agreement or understanding with you or anyone else with respect to the prices you may advertise or charge at any time.

