

Enlita Farms Minimum Advertised Price Policy - “MAP” POLICY

Enlita Farms would like to maintain a marketplace that values Enlita Farms Products as unique, high quality, and high efficacy.

Enlita Farms also would like to maintain a marketplace that is consistently priced and void of price slashing, price gauging of customers and undercutting of other resellers, thereby devaluing Enlita Farms Products and our resellers in the marketplace.

We greatly value our growing network of select authorized resellers and the time and investment that our resellers have made to learn about, inform customers and carry our Products. We wish to have long and mutually beneficial business relationships with our Resellers. Further, we wish to protect, not only Enlita Farms, but also our reseller’s business models and their ability to successfully and profitably carry our Products, while concurrently offering a fair value to their customers for our very high-quality Products and to deliver an extraordinary customer experience.

In order to protect its reputation for superior quality and efficacy Products, Enlita Farms has adopted a Minimum Advertised Price (MAP) Policy for all Enlita Farms Products. **Enlita Farms has set the MAP pricing at no less than Manufacturer Suggested Retail Price (MSRP)** as actively displayed on the Enlita Farms website (www.cbdoil.enlita.com). Enlita Farms reserves the right to change these prices from time-to-time.

If, for example, the Enlita Farms MSRP on a Product is \$119.95, then the MAP is \$119.95 for that same Product.

The Enlita Farms MAP policy does NOT establish maximum advertised prices. All dealers and distributors may offer Enlita Farms Products in excess of the MAP established for such product, however Enlita Farms strongly discourages price gauging of customers of its Products.

This policy is to be strictly adhered to by all Enlita Farms Resellers and may not be deviated from without specific approval from Enlita Farms in writing. Enlita Farms reserves the right to cease supplying Enlita Farms Products to any Reseller whose advertising of such Product contains a price lower than the applicable MAP.

At any point, Enlita Farms has the right to update or modify the MAP price of a given item and/or change the MSRP. Resellers will be notified of any changes made. This policy applies to all forms of Reseller advertising in any and all media, including without limitation, internet or similar electronic media including websites, email newsletters, blogs, email solicitations, Facebook posts, Linked In posts, Twitter releases, television, radio and public signage flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, and mail order catalogs.

Any price information relating to Enlita Farms Products on an Internet Website is considered to be advertising for the purposes of this policy. Failure to locate, resolve, and act upon pricing contrary to MAP pricing communicated above is grounds for loss of Reseller status.

It is the policy of Enlita Farms to allow forty-eight (48) hours to bring advertising into compliance or Enlita Farms retains the right to cease supplying the Product in question to any Reseller that fails to display a price within the MAP parameters for the Product.

Listing a price other than the applicable MAP retail price next to the featured Enlita Farms Product covered by the MAP policy in any advertising will be viewed as a violation of the policy. The value of any 'free' or 'discounted' Product, coupon or other item sold or given by the Retailer with an Enlita Farms Product will not be deducted from the MSRP when calculating the net retail sales price at which the Enlita Farms Product has been advertised, offered or sold.

This MAP policy only concerns minimum advertised prices, and does not relate to actual sales prices of any item. Retailers may only advertise Enlita Farms Products at prices within the MAP parameters established by Enlita Farms. This policy applies equally to all Enlita Farms Resellers.

This agreement has been designed to protect the Enlita Farms brand and the Resellers' competitive pricing, ensuring that these Products are mutually beneficial to buy and sell, giving all Resellers a level playing field in a highly competitive marketplace.

The foregoing is a statement of Enlita Farm's unilateral policy and expresses the terms upon which we will deal with our Resellers.

By signing this agreement, you consent to this policy and agree to abide to it. This policy may be modified by Enlita Farms from time-to-time.

Accepted and Agreed:

Distributor: _____ Retailer: _____

Signature: _____ Signature: _____

Printed Name: _____ Printed Name: _____

Date: _____ FEIN: _____ Date: _____ FEIN: _____

Retailer's Customer #: _____