

Effective November 14<sup>th</sup> 2017, That's it. Nutrition has unilaterally adopted this Minimum Advertised Price Policy (hereinafter referred to as "MAP Policy" or "Policy") and shall apply to distributors, wholesalers and retailers, including internet retailers (collectively, "Resellers") that resell That's it. branded products (collectively, the "Products") to end users located in North America, Europe and Asia.

The terms of our MAP Policy are as follows:

1. The MAP Policy shall apply to the Products listed in the MAP listings included at the below. Minimum advertised prices under the Policy are established by That's it. for selected Products and may be adjusted by That's it. at its sole discretion.
2. The MAP Policy applies to all advertisements of selected Products in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media, including websites, e-mail newsletters, e-mail solicitations, television, radio, and public signage. The MAP Policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customer. In-store displays, point of-sale signs, hangtags or barcodes or similar marks on Products or Product packaging which merely state the price are not considered "advertising" for purposes of this MAP Policy. For purposes of this Policy, "advertising" prices on internet sites includes, without limitation, displaying a price for any Product, together with a picture, description or listing of the Product. It also includes a Product price displayed on a "checkout" or "shopping cart" page. It is not inconsistent with the MAP Policy, however, for a dealer/distributor to use such statements on its website as "we offer low prices" or "contact us for our price."

That's it. Item	UPC	MAP Price
Apple + Apricot	850397004057	\$18.99
Apple + Cherry	850397004033	\$18.99
Apple + Coconut	850397004545	\$18.99
Apple + Pear	850397004040	\$18.99
Apple + Mango	850397004088	\$18.99
Apple + Blueberry	850397004149	\$18.99
Apple + Banana	850397004125	\$18.99
Apple + Pineapple	850397004248	\$18.99
Apple + Strawberry	850397004224	\$18.99
Apple + Cinnamon	850397004668	\$18.99
Apple + Mango & Chili	850397004682	\$18.99
Apple + Pear & Ginger	850397004705	\$18.99



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Rachelle Minter  
That's it Nutrition  
VP Sales