



## FREEZEshot by Advocate®

### Internet Sales Policy and Minimum Advertised Price (MAP) (Effective 7/01/2017, Last updated 7/01/2017)

Pharma Supply, Inc. is the exclusive licensing and distribution entity for the **Advocate®** brand, including patents, trademarks, and associated intellectual property. The **Advocate®** brand is trademarked or pending trademark registration in many regions throughout the world and supports distributors and customers in several nations. We continue to invest in the **Advocate®** brand and look forward to working with all current and new customers.

#### Internet Sales Policy

New and currently authorized **Advocate®** product retailers, distributors and their customers are encouraged to offer **FREEZEshot by Advocate®** for sale on their proprietary websites. They may also offer **FREEZEshot by Advocate®** for sale on third party websites including, but not limited to, Amazon, eBay, Rakuten, etc.

#### Manufacturer’s Suggested Retail Price (MSRP)

As of 07/01/2017, the MSRP for **FREEZEshot by Advocate®** is as follows:

Item	SKU	MSRP
FREEZEshot by Advocate®	FS-100	\$24.95 each

#### Minimum Advertised Price (MAP) Policy

Authorized resellers of **FREEZEshot by Advocate®** are responsible for maintaining the advertised price of **FREEZEshot by Advocate®** at or above the current **Minimum Advertised Price (MAP)** as indicated in the table below. MAP policy price is also published on [www.MyFREEZEshot.com](http://www.MyFREEZEshot.com).

Pharma Supply, Inc. reserves the right to modify MAP pricing at any time.

Item	SKU	MAP
FREEZEshot by Advocate®	FS-100	\$19.95 each

MAP applies to the above designated **FREEZEshot by Advocate®** product advertising in all media including, but not limited to, flyers, posters, coupons, mailers, inserts,

newspapers, magazines, banner ads, catalogs, mail order catalogs, internet or similar electronic media, television, radio and public signage.

Pharma Supply, Inc. may at any time modify, suspend, or discontinue the MAP policy for promotional periods. In addition, Pharma Supply, Inc. may from time to time offer promotional discounts below MAP at [www.advocatemeters.com](http://www.advocatemeters.com) or [www.MyFREEZeshot.com](http://www.MyFREEZeshot.com) for the purpose of growing business, building product recognition, and/or support of non-profits.

**Enforcement of MAP Violation**

Pharma Supply, Inc. will notify vendor of MAP violation immediately upon becoming aware of said violation. If the violation has not been corrected within 3 business days of notification, then Pharma Supply, Inc. reserves the right to stop providing the vendor with the goods in question.

In addition, Pharma Supply has the right to limit shipments of large orders into smaller shipment increments for the purpose of preventing a subversion of MAP pricing by tactics such as "loss leaders" "gaining the (Amazon, etc.) buy box", etc. In these instances Pharma Supply will honor the quantity pricing for the entire amount, bill for only the amounts when shipped and Pharma Supply will pay shipping of the subsequent partial shipments until the full quantity has been shipped. Pharma Supply may require unit sales data in advance of incremental shipments to substantiate actual sales versus an intent to stockpile inventory.

I hereby agree fully to the policies stated above:

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

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

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

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

When completed: Scan and email to your representative or Fax to: 561-795-1743