



**Boyle's Naturals, LLC**  
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April 30, 2021

Re: Minimum Advertised Price (MAP) Policy

Dear Reseller,

I am writing to inform you (Reseller) of Boyle's Naturals (BN) distribution policy with respect to BN's products purchased by Resellers and sold in the United States. You are free to decide whether to follow this policy. This policy does not constitute an agreement between Reseller and BN, and BN is not seeking a response from you.

Although you remain free to resell BN products at the price of your choosing, as of April 1, 2019, BN will cancel all orders and indefinitely terminate supplying products to any reseller that BN determines has advertised, offered, or sold BN products at a net retail sales price that is less than the minimum retail price set and announced by BN on a periodic basis (the "Minimum Price"). This policy is non-negotiable. Upon violation of the policy, BN will stop sales of products to the violating reseller.

**Minimum Price**

The Minimum Advertised Price of all Boyle's Naturals products is as stated in our Wholesale Product Price Sheet initially provided to you and available by request.

BN may at any time modify, suspend or discontinue this policy in whole or in part or specify certain periods during which the policy is inapplicable.

Please direct all questions and concerns to Katie Boyle at the contact information above.