



Minimum Advertised Pricing Policy

NUC USA, Inc. DBA Kuvings has established a minimum advertised price (“MAP”) on Kuvings® products (MAP products).

MAP products may only be ADVERTISED at or above the minimum advertised price (MAP) as referenced on the current authorized dealer or distributor price list.

Any authorized dealer or distributor who advertises a MAP product for sale price below the MAP, or at a “call for price” or “click for lower price” “enter your e-mail for lower price” or any similar offering, or represent this visually with a line through the MAP, shall be in violation of this policy. Email auto-responders may NOT be used.

This policy only pertains to advertising of Kuvings® MAP products as they relate to the MAP and in no way restricts or is associated to the actual sale of the item. This policy is applicable to all forms of advertising, including but not exclusive to newspapers, catalogs, magazines, mailings, Internet and any other electronic media.

This MAP policy applies to all advertisements in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet websites, including “shopping cart” and checkout pages, or similar electronic media, including electronic mail, television, radio, and public signage.

In regards to coupon offers or the offering of Kuvings products, the following applies:
Coupons may be used as long as the amount of the coupon is not advertised (e.g. apply coupon code for \$50 off). The customer must be required to take action to determine the amount of the coupon. For example, if the customer is required to enter a coupon code in the shopping cart to determine what the final price is, then this is no longer considered the advertised price but rather the selling price. However, if no customer action is required to receive the selling price (e.g. the price is lowered automatically when adding the item to the shopping cart), then this is considered a violation to the policy. Any reference to any dollar off associated with a coupon before the customer is required to take action to apply that same coupon, is considered to be a violation to this policy.

The offering of free Kuvings® products (or any product related accessories) is not allowed. Free shipping may be offered and is not considered a violation under this policy.

Distributors who provide NUC USA, Inc. products to resellers are responsible for ensuring that the resellers comply with MAP policy. Distributors who continue to provide products to resellers known to disregard the MAP policy will be considered in violation.

The ONLY channels you may offer Kuvings juicer through are:

- 1) Your physical Brick and mortar store location
- 2) Your own branded website
- 3) Amazon - with a pre-authorized dealer #

Unless previously approved by NUC USA, Inc., ALL other channels and venues are not allowed and are considered a MAP violation should you be offering product via them. This includes, but is not limited to, Buy.com (now Rakuten.com), Ebay.com, Sears.com, Lnt.com, Newegg.com, ioffer.com, Shoply.com, Bonanza.com, Ecrater.com, Addoway.com, Bluejay.com, Webstore.com, Torreycommerce.com, Atomicmall.com, Ebid.com, Overstock.com and Sell.com.

Retailers should not sell any Kuvings products through the above websites/channels even as a 3rd party merchant or web store.

Failure to abide by the MAP policy will result in revocation of dealer status. NUC USA, Inc. will not do business with dealers who misrepresent the brand of NUC USA, Inc. and its products. NUC USA, Inc. is not required to provide

Acknowledged and Accepted:

Dealer Name: _____ Date: _____

Print Name: _____ Signature: _____