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Dear Retailer,

Thank you for supporting GoFit and our MAP Policy. This MAP policy applies to all U.S. retailers of GoFit Fitness Products including, but not limited to, in-store retailers, on-line retailers, and catalog retailers. Under the MAP policy, a retailer may not publish or display any of the identified MAP products at a price below the designated MAP published price. The MAP policy applies to any off premise advertising, including but not limited to newspaper, magazines, flyers, direct mail pieces, television, radio, and internet.

This MAP policy refers not only to price reductions, but all types of discounting including rebates, store wide/department discounts, buy one get one free, percent off, or any other type of discount announcement that includes direct reference to or image of a MAP product.

***This policy does not apply in any way to the retailer's actual setting of selling price or the actual price that the consumer ultimately pays. A retailer is free to set its own selling price for GoFit products in the sole discretion of the retailer.***

***Special promotional pricing can be discussed on a case by case basis and must have prior written approval from the EVP of Sales.***

GoFit has decided that, upon confirmation that a retailer has advertised a MAP product below the defined MAP price without written approvals, GoFit will cancel any pending orders for that product for six (6) months. GoFit will continue to sell to the retailer any other products for which no violation occurred.