

## Vie Belles Canada Inc. Sales and Advertising Policy

We appreciate the effort and expense that is associated with the sale of any Vie Belles product lines (“**Vie Belles Products**”) whether this occurs at a brick and mortar establishment or on the Internet. However, nothing is more destructive to a company’s brand than downward advertised prices. Advertising with respect to the Internet refers to all information regarding Vie Belles product on an Internet website, other than pricing associated with an intent to purchase (added to shopping cart or order). Internet advertising includes search engine advertising, banners, shopping engines and on an Internet Retailer’s home and product pages (including pop-up ads) that include information about Vie Belles Products. Therefore, we have established this Sales and Advertising Policy to continue to grow the value of our Vie Belles brand. This Policy applies to all of our customers, all of our products and is effective June 15, 2011.

We continually review our accounts with respect to advertised pricing and to verify that only our authorized customers are actually selling Vie Belles Products and using our copyrighted artwork, photography, images and other marketing and sales material. The following represent specific points of this Policy:

- Unless you and Vie Belles have separately agreed in writing, you agree to sell all Vie Belles Products, which you have purchased, only to retail end user customers and not for resale, and only at the specified locations/websites listed below and approved in writing by Vie Belles.
- You agree to sell Vie Belles Products only under your corporate name or your commonly established trade name, *e.g.* no resale under a new d/b/a/ or other fictitious name unless approved in writing by Vie Belles.
- You understand and agree that it is our policy that Vie Belles Products shall be advertised at **no less than \$.05** below the Minimum Advertised Price (“**MAP**”) established by this Policy, which we believe allows an advertised price that makes good retail sense for you and for Vie Belles. Unless we otherwise agree the MAP price is double the regular full wholesale price as quoted to you or as specified in our catalogues?
- You agree not to sell any Vie Belles Products on Amazon or through E-Bay or any other similar Internet auction site, or through a co-op or group sale, without our prior written approval.
- Under no circumstances can Vie Belles & VFPCo branded product be listed on 3rd party website including Amazon, Etsy, E-Bay, Sears, LNT without express approval in writing from a sales manager.

Please complete the following information (please use the back side to list all other business names, websites and customer service numbers) and agree to abide by the foregoing Sales and Advertising Policy by signing below:

BUSINESS NAME (S):

WEBSITE ADDRESS:

CUSTOMER SERVICE PHONE#:

_____	_____	_____
_____	_____	_____
_____	_____	_____

NAME (please print):

SIGNATURE:

DATE:

_____	_____	_____
-------	-------	-------

Only customers completing this submission and receiving written approved status from Vie Belles are permitted to advertise and resell our product and distributed product lines or to use our copyrighted artwork, photography, images and other marketing and sales material. Please complete this form, sign and email it back to Vie Belles at [support@viebelles.ca](mailto:support@viebelles.ca).