



Dear Resellers,

As you know, Earth Mama Angel Baby has made great strides to communicate its mission to help soothe mamas and babies around the world. Formulated by a nurse/herbalist, the integrity, purity and safety of our products have been our priority since day one.

In an effort to preserve the recognized value of our products and to support our diverse community of resellers, effective September 1, 2014 Earth Mama Angel Baby will be implementing a minimum advertised price (MAP) policy under the terms stated in this letter. We believe that this will help level the playing field for all of our valued resellers and allow all resellers to fairly compete with one another in the marketplace.

Attached, you will find an updated product list that reflects the required minimum advertised price, MAP. All resellers must comply with the policy by advertising the products at or above the respective MAP by October 1, 2014. We may change the product MAP list or this policy from time to time. Reseller compliance with this policy will be monitored. Consequently, policy violations will be identified and resellers in violation will be subject to sanction and account suspension until MAP pricing is in compliance. Following an initial warning, resellers will be given the opportunity to bring MAP pricing up to standards, and those resellers unwilling to comply or engaging in repeated violations will be subject to termination or other action.

To clarify, this MAP policy is not a resale price maintenance policy and in no way limits a reseller's right to set its own prices. Resellers are only prohibited from advertising products at prices below the specified prices. Please ensure that you have updated your advertised prices before or by the effective date of this policy.

Internet resellers may communicate an actual sales price in a different manner—such as "Call for Pricing" or "Add to Cart to See Price." This policy does not apply to manufacturer-sponsored promotions. The policy does not restrict the in-store advertising or sale price at a resellers "brick and mortar" locations or for promotions lasting less than 30 days.

The Earth Mama MAP policy is a unilateral statement and does not constitute an agreement.

Thank you for your continued support of Earth Mama Angel Baby products and feel free to contact us with any questions.

Purely, naturally, safely yours,

Melinda Olson
CEO/Founder

Gifts from the earth for your gift from heaven™

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