

# MAP Partnership Policy

Observing that our partnership is no longer respected by lack of enforcement of such prices, we are sending a notice to inform you that we see no other action other than to significantly reduce stock or fully eliminate your products at \_\_\_\_\_ unless we see an enforcement of MAP policies. We believe an industry standard should be a MAP agreement discouraging any more than 30% off MSRP. In our opinion, this is more than fair for all parties.

Many supplement manufacturers hide behind the excuse that they cannot monitor MAP due to the vast amounts of infringements on the internet. This is no longer the case and therefore is no longer accepted as an excuse. We have been made aware of numerous ways to successfully enforce a MAP policy. If any would like that information, please contact NPI ([nutritionproductsinsider.com](http://nutritionproductsinsider.com)).

Offending companies have six months to take action once receiving this notice. If actions have not been demonstrated by then, your items and partnership with us will either be discontinued or greatly reduced to a minimum. In saying that, we will remain committed to keeping items that are deemed by us as irreplaceable or unique to the industry.

NPI is committed to monitoring the major nutritional companies' discounts offered online and broadcasting that among INFRA and other shared information channels.

The pricing information of companies can be viewed at this link:

[www.nutritionproductsinsider.com/report/](http://www.nutritionproductsinsider.com/report/)

We hope that all companies will adopt and enforce their MAP policies in order to honor the partnerships with retailers in order to further the nutrition industry.