



Minimum Advertised Pricing (MAP) Policy

Sang Labs, Inc. (SLI), dba "Alkalife International" (Alkalife) has operated diligently to ensure that all ("Resellers") provide end consumers of Alkalife™ products with the kind of advice, service, knowledge, and support necessary to maintain the high level of customer satisfaction developed over the years. SLI has concluded that certain types of advertising and pricing can affect our goodwill, thereby causing damage to the standards and reputation that Alkalife products have achieved. Therefore, SLI dba Alkalife is establishing a Minimum Advertised Price ("MAP") policy.

Objectives:

- 1. To ensure that our reseller-product relationships are consistent and value based.
- 2. To maintain the proper positioning of Alkalife products in the marketplace.

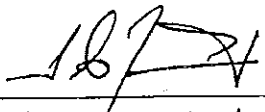
The MAP Policy: Resellers may advertise Alkalife products at or no less than 25% off the minimum advertised price. The MAP is equal to the MSRP displayed in our website and catalog. For purposes of the MAP Policy, "advertising" means any advertising through authorized media.

Authorized media consists of billboards, newspapers, magazines, catalogs, brochures, direct mail, retail flyers, television, radio, e-commerce, forums and Reseller internet sites or any other method which uses the hypertext transfer protocol ("http") or any internal link to a web based shopping cart is considered advertising for the purposes of this policy.

Advertising that does not mention the MAP or higher price, violates the MAP Policy. Any price with a "strike through" treatment is not considered a proper display of the MAP or higher price. Any advertised price, discounts such as coupons, or free accessories resulting in an effective advertised price for Alkalife products at less than the MAP will constitute a violation of the MAP Policy. A Reseller who advertises bundles of products, which include Alkalife products, must advertise the price or value of the Alkalife products at or above the MAP. For example, the advertised bundle should say "includes Alkalife product, which has a suggested retail price of \$XX.00 (or higher). The MAP Policy applies only to the reseller's advertised prices, not selling prices. Resellers are free to sell Alkalife products at whatever price they choose. Alkalife will monitor compliance with this policy.

Alkalife may, at its own discretion, stop supplying product to any Reseller found to be in violation of the MAP Policy.

If a Reseller has any questions about whether a planned advertisement complies with this policy please contact Alkalife at (305)-235-5120 for guidance.

Signature  Date 2-4-13
 Position President & CEO