

## MINIMUM ADVERTISED PRICE POLICY

Effective Feb 14<sup>th</sup> 2012, *TradeWinds Resort Specialists, Inc* (Sol Naturally and Caribbean Solutions), has unilaterally adopted this Minimum Advertised Price Policy ("MAP Policy") on selected products, which shall apply to distributors, wholesalers and retailers (collectively, "Resellers") who resell Sol Naturally and/or Caribbean Solutions products to end-users located around the world.

Sol Naturally AND Caribbean Solutions is adopting this MAP Policy to preserve its strong reputation for providing customers with high value products and strong after-sales support. Sol Naturally and Caribbean Solutions greatly values the efforts of all Resellers to distribute our products.

### **The MAP Policy shall work under the following guidelines:**

1. The MAP Policy shall apply to the Sol Naturally and/or Caribbean Solutions products listed in the MAP listings at the end of this document. The MAP Policy for Sol Naturally and Caribbean Solutions products shall be listed on each Sol Naturally and/or Caribbean Solutions price sheet for dealers and distributors. MAP pricing is established by Sol Naturally and Caribbean Solutions for selected products and may be adjusted by Sol Naturally and/or Caribbean Solutions at its sole discretion.
2. The MAP Policy applies to all advertisements of selected Sol Naturally and/or Caribbean Solutions products in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media including websites, email newsletters, email solicitations, television, radio, and public signage. The MAP policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customer. In-store displays, point-of-sale signs, hang-tags or bar codes or similar marks on products or product packaging which merely state the price are not considered "advertising" for purposes of this MAP Policy. In that regard, this MAP Policy does not apply to the actual sales price on any "check-out page" of any Reseller's website or related Internet site (typically the page at which the end user finally purchases the product). This MAP Policy does apply to any other page(s) on the Reseller's website.
3. Bundling or including a free or discounted product (whether made by Sol Naturally and/or Caribbean Solutions or another manufacturer) with a Sol Naturally and/or Caribbean Solutions product covered by this MAP Policy would not violate this policy and is permitted.
4. If pricing is displayed, any strike-through or other alteration of the Minimum Advertised Price is prohibited.
5. The MAP Policy applies only to advertised prices and does not apply to the price at which the products are actually sold or offered for sale to an individual consumer within the Reseller's retail location or over the telephone. Sol Naturally and Caribbean Solutions Resellers remain free to sell the selected MAP products at any prices they elect.
6. The MAP Policy does not establish maximum advertised prices. All Resellers may offer Sol Naturally and/or Caribbean Solutions products at any price in excess of the MAP established for such products. Internet auctions may not display or have reserved bid or other acceptable prices below the MAP price.

7. The MAP Policy does not in any way limit the ability of any reseller to advertise that "they have the lowest prices" or, they "will meet or beat any competitor's price," that consumers should "call for a price" or phrases of similar import as long as the price advertised or listed for the products is not less than MAP.

8. From time to time, Sol Naturally and/or Caribbean Solutions may instigate promotions for products covered by the MAP Policy because the products are being discontinued or because they are just being released. In such events, Sol Naturally and Caribbean Solutions reserves the right to modify or suspend the MAP with respect to the affected products by notifying all Resellers of such a change. Sol Naturally and Caribbean Solutions further reserves the right to adjust the MAP with respect to all or certain products at its sole discretion upon 7 days advance written notice to Resellers provided that such changes shall apply equally to all Resellers.

9. In cases of violation of the MAP Policy, Resellers will be allowed forty-eight (48) hours to bring advertising into compliance or Sol Naturally and/or Caribbean Solutions will cease supplying products to the Reseller. In cases of intentional and/or repeated failure to abide by this policy, Sol Naturally and/or Caribbean Solutions may, in its sole discretion, terminate all orders from or to and all contracts with the Reseller. Sol Naturally and/or Caribbean Solutions may not provide prior notice or issue warning before taking action under this policy.

10. This MAP Policy is solely Sol Naturally's and/or Caribbean Solutions' decision and responsibility acting through the duly authorized managers of Sol Naturally and Caribbean Solutions. No employee or sales representative of Sol Naturally or Caribbean Solutions has any authority to discuss or modify this policy and any action of any person, which claims to modify this policy or to solicit or obtain the agreement of any person to the policy, is unauthorized and invalid. Any questions about this policy should be in writing and directed via U.S. Mail to Derek Malam (M.A.P Director) **Caribbean Solutions Natural Products**(*TradeWinds Resort Specialists, Inc.*) 4495 SW 35th Street, Suite H Orlando, FL 32811 **Phone:** 1-888-877-7338, who will respond only in writing. No oral communications about this policy are authorized. The foregoing MAP Policy and any MAP Product Listing is subject to modification or discontinuance by Sol Naturally and/or Caribbean Solutions, in its sole and absolute discretion, at any time. Any action taken by Sol Naturally and/or Caribbean Solutions under this policy shall be without liability to Sol Naturally or Caribbean Solutions.

11. Distributors of Sol Naturally and/or Caribbean Solutions products will supply a copy of this MAP Policy to any new or existing retail Reseller to be filled out, acknowledged and returned to Sol Naturally and/or Caribbean Solutions. This form shall be signed and returned to Sol Naturally or Caribbean Solutions and in doing so, will bind the Reseller to abide by the MAP Policy and Reseller requirements spelled out in this document.

Please indicate your understanding of this policy and your willingness to abide by its terms and conditions by signing and, where applicable, listing the name of your company below.

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Company \_\_\_\_\_

Date \_\_\_\_\_

**MINIMUM ADVERTISED PRICE POLICY PRODUCT LISTING – Updated Feb 13 2012**

If a particular Sol Naturally or Caribbean Solutions product does not appear on the MAP Listing below, then there is no Minimum Advertised Price for the product.

<b>8 OUNCE PRODUCT</b>	<b>RETAIL PRICE PER UNIT</b>	<b>MAP PRICE PER UNIT</b>
KUKUI BODY SILK	\$18.00	\$ 14.00
BODY SATIN	\$20.00	\$16.00
RF CITRUS MINT SHAMPOO	\$10.00	\$ 7 .00
RF CITRUS MINT HAIR CONDITIONER	\$10.00	\$ 7 .00
RF CITRUS MINT BATH GEL	\$10.00	\$ 7.00
ISLAND ESSENCE SHAMPOO	\$10.00	\$ 7..00
ISLAND ESSENCE HAIR CONDITIONER	\$10.00	\$ 7.00
ISLAND ESSENCE BATH GEL	\$10.00	\$ 7.00
<b>6 OUNCE PRODUCTS</b>		
SOL KIDS KARE SPF 25	\$16.00	\$ 12.00
SOL GUARD SPF 25	\$16.00	\$ 12.00
SOL GUARD SPF 15	\$16.00	\$ 12.00
SOL GUARD SPF 8	\$15.00	\$ 11.00
SOL GUARD SPF 4	\$15.00	\$ 11.00
ICY GEL BURN RELIEF	\$16.00	\$ 12.00
<b>4 OUNCE PRODUCTS</b>		
JADE OIL	\$18.00	\$14.00
GOLDEN OPAL DRY OIL	\$25.00	\$20.00
ONYX OIL	\$35.00	\$27.00
BRASSIA OIL W/BBLUE VELVET BAG	\$50.00	\$40.00
<b>OTHER PRODUCTS</b>		
COCOA SHEA BODY BUTTER 4OZ	\$12.00	\$ 9.00
FACES ONLY SPF 20 4OZ.	\$20.00	\$15.00
SPORT GRIP SPF 20 2OZ	\$10.00	\$ 8.00
BEACH COLOURS SELF TANNER 6OZ	\$14.00	\$11.00
ISLAND WAVES-EXFOLIATING BODY SCRUB 8OZ	\$16.00	\$12.00
LIP BALM SPF 15	\$ 3.00	\$ 1.50