

# RESULTS RNA MAP POLICY

## INTRODUCTION

This Policy applies to all Results RNA distributors, dealers and resellers located in all countries where the Results RNA products are sold (collectively, the “Resellers”).

This Policy is subject to change at any time by Results RNA, in its sole discretion.

## MINIMUM ADVERTISED PRICING POLICY

The Minimum Advertised Price (“MAP”) for the Results RNA Products shall be 100% of the suggested retail price, as shown on the most current Results RNA price sheet/order form.

## RESULTS RNA RETAIL PRICE LIST

The current price list is  [available here](#).

1. This Policy is unilateral, non-negotiable and will not be altered for any Reseller.
2. The Minimum Advertised Pricing Policy pertains to all forms of advertising, including Internet advertising on any Internet website including any online or Internet ads, campaigns or coupons with respect to the sale of Results RNA Products as well as sponsored links, websites operated by, affiliated with, and/or linked to the Reseller’s website(s).
3. Under this policy any website on which Results RNA Products are advertised for sale must be owned or directly controlled by the reseller or distributor.
4. Under this policy the use of any commercial website or commercial marketplace (i.e. eBay, Amazon.com, Rakuten.com,) for the sale of Results RNA Products is strictly prohibited.
5. No Results RNA employee or sales representative has any authority to modify or alter this Policy or to negotiate this Policy or any agreement with respect to any Reseller.

## VIOLATIONS

If, after making an investigation into any alleged or discovered Policy violation, and Results RNA determines to its satisfaction that a Reseller has advertised any Results RNA Products below the MAP price, or if it is determined that the Results RNA Products sold by a Reseller to any other person or entity which engages in Internet Advertising or advertises any Results RNA Products at a net resale price less than the MAP price, Results RNA may take one or more of the following steps:

**Step 1:** The Reseller will be notified in writing of the violation. A phone call or email might also be placed to notify the Reseller. The Reseller will then have five (5) business days to correct such violation and come into compliance with the MAP policy.

**Step 2:** If the Reseller fails to correct the violation within five (5) calendar days from the date the written notice was provided, Results RNA will immediately suspend sales of the Results RNA Products to the Reseller. The suspension will last for a period of thirty (30) calendar days, during which Results RNA will remove the Reseller from its list of Results RNA Authorized Resellers.

**Step 3:** Following the end of the thirty (30) day period referenced in Step 2 above, and provided that the Reseller did not otherwise violate the MAP policy during the thirty (30) day suspension period, Results RNA will reinstate the Reseller to full status. If the Reseller continues to be in violation of the MAP policy at the end of the thirty (30) day suspension period, it will be considered a second violation.

**Second Violation:** If a second violation of the MAP policy by the Reseller occurs in a twelve (12) month period, the Reseller will be notified that if the violation is not corrected within twenty-four (24) hours, Results RNA will immediately cease doing business with the Reseller and remove the Reseller from its list of Results RNA Authorized Resellers. Results RNA will not sell to the Reseller again except upon formal reapplication by the Reseller and acceptance of the Reseller of all terms and conditions as defined by Results RNA and only upon approval by Results RNA, which may be granted or withheld in its sole and absolute discretion.