



Mineral Resources International, Inc.®

2720 Wadman Dr. Ogden, Utah 84401 • 800-731-7866 • 801-731-7040 • Fax: 801-731-7945

Minimum Advertise Price Policy

Andersons and elite division of Mineral Resources International, Inc.

Andersons, elite Electrolytes, and Mineral Resources International, Inc. hereafter collectively referred to as (“MRI”) have unilaterally adopted a Minimum Advertised Price Policy (“MAP Policy”), applicable to all of MRI’s distributors, wholesalers, and re-sellers hereafter collectively referred to as (“Authorized Re-Sellers”) for all products manufactured and sold under the MRI branding. The MAP Policy is being implemented to 1) help insure the long-term premium positioning of the MRI brands and to 2) protect the investment of the Authorized Re-Sellers that provide valuable education, sales and product assistance and support to their customers.

Authorized Re-Sellers may not advertise or otherwise promote MRI branded products sold on the Internet at a net price that is lower than 20% below Minimum Suggested Retail Price (“MSRP”) on all bottle sizes and quantities, through the use of broadcast e-mails, or placement of ads on any other internet sites, including destination pages and third-party sites such as portal sites, natural or paid search engine listings, in any and all media, including, without limitation, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, shopping sites and auction sites, including banner advertisements. The MAP Policy is not applicable to any in-store advertising that is not distributed to any customer.

Each Authorized Re-Seller remains free to establish its own resale prices and to sell MRI branded products at any price it chooses. MAP 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 customer within the Authorized Re-Sellers retail location or over the telephone.

MAP does not establish maximum advertised prices. All Authorized Re-Sellers may offer MRI’s brands at any price in excess of the MAP established for such product.

MRI’s MAP Policy does not in any way limit the ability of any dealer to advertise that “they have the lowest prices” or, they “will meet or beat any competitors 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 20% of the MAP.

From time to time, MRI 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, MRI reserves the right to modify or suspend the MAP with respect to the affected products by notifying all Authorized Re-Sellers of such a change. MRI further reserves the right to adjust the MAP with respect to all or certain products at its sole discretion upon seven (7) days advance written notice to Authorized Re-Sellers provided that such changes shall apply equally to all Authorized Re-Sellers.

In the event that MRI finds any Authorized Re-Seller in violation of the MAP Policy, MRI will notify such Authorized Re-Seller, who will then be allowed twenty-four (24) hours to bring advertising into compliance or MRI will cease supplying products the Authorized Re-Seller. In case of intentional and/or repeated failure to abide by this policy, MRI will terminate all orders from MRI to the Authorized Re-Seller. MRI will only provide one notice or issue warning before taking action under this Policy.

This MAP Policy is solely MRI's decision and responsibility. No employee or sales representative of MRI, its distributors, wholesalers, or re-sellers has any authority to modify this policy and any action of a 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 MAP Policy should be in writing and directed to Mineral Resources International, Inc. 2720 Wadman Drive, Ogden Utah 84401, sales@utmin.com, the response will only be in writing. The foregoing MAP Policy and any MAP product listing are subject to modification or discontinuance by MRI at its sole and absolute discretion, at any time. Any action taken by MRI under this policy shall be without liability to MRI.

The terms of this MAP Policy are confidential and should not be disclosed to other parties.

Please indicate your understanding of this MAP Policy and your willingness to abide by its terms and conditions by signing and listing the name of your company below. Upon completion and approval of this form MRI will provide you with a complete product list with MSRPs.

Company: _____

Address: _____

Authorized Representative: _____