

Himalayan Corporation
dBA Himalayan Dog Chew
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Minimum Advertised Pricing Policy

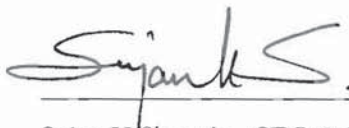
In an effort to ensure competitive share of the market and prevent unfair advantages of some retailers over many, Himalayan Corporation (hereinafter "Himalayan") has adopted Minimum Advertised Pricing Policy. Furthermore, our MAP policy also guarantees the quality and service of the product among the consumers leading to maintaining our high level of customer satisfaction that we have developed.

Our Minimum Advertised Prices are as follows (US Dollars in USA and CAD in Canada)

HDC Small Dog	\$9.49	HDC Seasoning	\$4.99
HDC Medium Dog	\$7.49	Yaky Yam	\$4.99
HDC Large Dog	\$9.49	Yaky Nugget	\$4.99
HDC XLarge Dog	\$15.99	Yaky Puff	\$4.99
HDC Mixed Dog	\$27.99	Yaky Stick 6in	\$6.49
HDC Big Dog	\$19.99	Yaky Stick 12in	\$11.49

- a. This MAP Policy applies to all advertisements of Himalayan Products listed above in any and all media, including but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, e-mail newsletters, e-mail solicitations, internet or similar electronic media, television, radio, and public signage. However, this MAP policy is not applicable to any in-store advertisement that is displayed only in the store and not distributed to any customer(s).
- b. When coupons and/or bundling of products are used, the value of the Himalayan products must be clearly marked in adherence to MAP.
- c. Price may include shipping charges and must be clearly advertised as such.
- d. Retailers may decide to offer a final and one-time store-wide discount, auction or sell them as outlet for the purpose of emptying and discontinuing the inventory of Himalayan Products at any price(s) below MAP.
- e. This MAP Policy does not establish maximum advertised price. All Dealers may offer Himalayan Products at any price in excess of the MAP.
- f. Price with "strike-through" is not considered MAP. If pricing is displayed with any "strike-through" or other alteration of the MAP that is paired with a discount price more than 10% below the MAP is prohibited.
- g. MAP policy applies only to "Advertised" price and not the "Selling" price that is offered for sale to an individual customer within the Dealer's retail location or over the telephone. Dealers remain free to sell Himalayan Products at any prices they choose under these circumstances.

- h. Pricing listed on an internet site is considered an "advertised price" and must adhere to this MAP Policy. Once the pricing is associated with an intent to purchase (added to shopping cart or order), the price becomes the selling price and is not bound by this MAP Policy. Statements such as "add to basket to see price", "we will match any price", "call for price" or phrases of similar import are acceptable as long as the price advertised or listed for the products is not more than 10% below the MAP. In addition, discounts applied at checkout to the entire order based on a customer's purchasing history with the Dealers, such as discounts for "frequent shoppers", do not violate this MAP Policy.
- i. MAP policy is effective in all US States and Territories, and all Canadian Provinces.
- j. This MAP Policy is solely within Himalayan's discretion and authority acting through the duly authorized Managers of Himalayan. No employee or sales representative of Himalayan has any authority to discuss, modify or grant exceptions to this MAP Policy. Any representation or action by any employee, sales representative or persons not specifically authorized to discuss, modify or grant exceptions to this MAP Policy under this paragraph is unauthorized and invalid. All questions about this MAP Policy should be in writing and directed via U.S. Mail to MAP Policy Administrator, Himalayan Corporation, 4480 Chennault Beach Rd, Mukilteo, WA 98275 or via e-mail to info@HimalayanDogChew.com who will respond only in writing. No oral communications about this MAP Policy are authorized. The MAP Policy Administrator shall be solely responsible for determining whether a violation of the policy has occurred, communicating decisions to Dealers regarding the policy and receiving any communications regarding sanctions imposed under this MAP Policy. Any action taken by Himalayan under this MAP Policy shall be without liability to Himalayan.
- k. From time to time, Himalayan Corporation may choose to offer special promotion on certain products. In such an event, we reserve the right to modify or suspend this MAP Policy in whole or in part by notifying all Dealers of the duration and nature of the change. Himalayan further reserves the right to adjust the MAP with respect to all or certain products at its sole discretion. Such changes shall apply equally to all Dealers.
- l. Distributors of Himalayan Products shall make this MAP Policy available to all their Dealers who have purchased Himalayan Products through them.
- m. Himalayan reserves the right to discontinue sale of their products to any Dealers who violate the MAP policy.



Sujan K Shrestha, CEO & President

Effective Date

February 6, 2013 or Date of Receipt of this letter

MAP Policy Revisions: First MAP Policy was adopted on January 1, 2012

Rev 1. On February 6, 2013, updated Sections (d), (f), (g) and (h); and added sections (a), (e), (j), (k) and (l).