

## **Max International Announcement**

### **UNAUTHORIZED AND WEBSITE SALES**

Dear Associate,

We are introducing an important new program to combat unauthorized sales and diversion of Max products. Unauthorized sales hurt Max and our Associates financially and severely damage Max's brand and reputation. Most importantly, such sales can harm our consumers. Unauthorized sellers are not subject to Max's strict policies requiring ethical sales techniques, are not required to comply with Max's quality controls, and lack training to respond knowledgeably to customer questions all of which are important to protecting the reputation and business of Max and Max Associates.

Max takes unauthorized sales very seriously, and we are investing the company's time and resources to stop them. We have retained the law firm of Vorys, Sater, Seymour, and Pease to manage a new enforcement program. Vorys has over 350 attorneys across the country, and it also has a group of attorneys focusing exclusively on unauthorized sellers and product diversion issues. The new enforcement program combines:

1. technology
2. cyber investigation, and
3. legal enforcement

to identify unauthorized sellers and to stop them from selling Max products. We will also be posting an Unauthorized Selling and Anti-Diversion Policy for the protection of Max, our Associates' businesses and our customers on the Max website. You can use this policy to explain to customers the reasons they should only buy Max products from authorized Associates. Finally, we will be updating our Policies and Procedures to clarify what channels are and are not authorized for internet sales of Max products.

Associates can help with this effort by complying with Max's Policies and Procedures, continuing to follow Max's procedures for storing and shipping products, and by providing first-rate customer service.

Associates should refrain from reselling products on online auction, barter, or brokerage sites, including but not limited to Amazon.com, Craig's List, and eBay. Associates should also be alert for signs that other Associates or customers intend to resell Max's products - one such sign is a request to purchase more products than are generally needed for personal use - and should refrain from making those sales and also report such purchases to Max.

Max Associates are essential to fulfilling Max's mission of providing high quality, scientifically-based health and beauty products accompanied by outstanding customer service. We value input from Associates, and we are committed to protecting and supporting our Associates. Once again, we appreciate your support and loyalty.

Sincerely,

Your Max Corporate Team