

# Multipure Advertising Guidelines

1. Multipure encourages Builders to promote their business, whether through print, radio, television, or the Internet. When advertising, Builders must follow the guidelines listed below. In addition, all advertising must be pre-approved by Multipure's Marketing Department prior to its distribution or posting on the web. Please allow 5-7 business days for approval of advertising. Some examples of advertising include:

- Flyers
- Business cards
- Signs
- Banners
- Posters
- Yellow page ads
- Door hangers
- Mailers
- Web pages/Blogs
- Magazine ads
- Newspaper ads
- Infomercials

2. The Following Terms Apply To All Forms Of Advertising

- Builders will represent Multipure products and the Business Opportunity program completely and honestly without exaggeration to all potential customers and new Builders. Builders will not engage in deceptive or unlawful consumer practices nor make fraudulent claims about Multipure International (MPI), its products, or its programs.
- Multipure® is a registered trademark owned by Multipure International and may not be used by Independent Builders for any purpose without prior written consent of MPI. The use of Multipure® in any form by an Independent Builder on the internet, in print advertising, video presentations, or any other promotional materials is prohibited without the prior written consent of MPI.
- Builders may use Multipure's trade names, trademark, logos, and the copyrighted material in their advertisement in compliance with all of Multipure's rules. In addition, Builders may use the Multipure® name, logo, photos, product codes, etc. with prior written approval from Multipure's Marketing Department. In addition, the Builder must list the words "Independent Builder" along with their Builder number and the name Multipure; this is designed to identify the advertisement as developed and owned by the Builder and not Multipure. This information should be at the top of the advertisement.

3. The Following Applies To Internet Advertising

- Multipure offers two types of Builder webpages that are automatically linked to Multipure's web site, and as customers travel from the Builder's official Multipure webpage to the Multipure corporate site, the Builder's IB# and name will follow them. If the customer decides to place an order, the Builder's IB# will automatically be associated with that order, giving credit to that Builder.
- Builders may develop their own website, independent of the corporate Multipure website, and with approval may link to Multipure's site (please contact our Marketing Department for details). All websites that contain the Multipure name, product, photos, or product codes must be approved by Multipure (mpriest@multipure.com) and must follow the standard advertising guidelines.

- Multipure recommends against establishing any portal that links any other website or web page to Multipure's corporate web site because Multipure is not able to identify the originating site or page. Multipure® in any form, may not be used by an independent Builders for a domain name/URL or email address.

#### 4. Use of the Multipure Builder Logo and Label

- There are certain rules for the use of the Multipure logo. Each and every time that an Independent Builder uses the Multipure logo in self-generated advertisements, promotion, or literature, the registered trademark symbol (®) must accompany the logo.
- The words "Independent Builder" must appear below the logo in order to identify the advertisement, promotion, or literature as being produced by an Independent Builder (i.e., not produced by Multipure). Even if a Builder uses language from a Multipure brochure, these guidelines regarding use of the logo must be adhered to.

#### 5. Performance and Certification Claims:

- Performance claims must conform to specifications in the most current version of Multipure literature. Claims regarding Multipure Drinking Water Systems must be true and accurate. False, confusing, misleading, or implied claims will not be tolerated. Claims of contaminant reduction must be specific and not generic in nature.
- With the exception of the Aqualuxe and claims regarding bacteria and virus removal, general product performance claims professing that Multipure "removes" contaminants of health concern, aesthetic concern, or emerging contaminants are not acceptable. Multipure filters typically reduce the presence of these contaminants by 95 - 99.9%. Acceptable terminology includes the words "reduces", "treats", "filters", "virtually eliminates", etc.
- Pricing of products and shipping & handling prices must be consistent with the current prices of Multipure.
- Generic and absolute statements about a system's performance cannot be used. You must be specific in your performance claims. Examples:

Unacceptable: "Takes all cancer-causing contaminants out of your water."

Acceptable: "Certified to reduce many cancer causing contaminants that may be found in your water."

Explanation: Multipure is not certified to reduce EVERY contaminant and cannot make the absolute claim. In addition, because the exact composition of a customer's water is not known with 100% certainty, there should be no unjustified implication that their water contains harmful contaminants. The performance of Multipure Drinking Water Systems has been certified by NSF. This agency does not rate a system as "the best", but instead certifies that Multipure's product performance claims are true. Statements regarding certification should reflect this and not imply otherwise. It is unacceptable to state, "Certified by NSF to be the best." It is acceptable to state, "Certified by NSF to reduce the widest range of contaminants."

#### 6. Sales Tax

Builders must charge the customer all applicable sales taxes on purchases, based on the customer's location.

#### 7. Advertising Discounts Or Other Specials

- Builders may only advertise to the general public the manufacturer's suggested retail price (MSRP) on any and all forms of advertising or marketing materials, including, but not limited to online advertisements, printed literature, and physical displays. The inclusion of non-

sanctioned discounts or promotions, including, but not limited to shipping discounts, sales tax discounts due to Builder Resale Certificates, gift cards, gift certificates, reward points, installation incentives, or rebates are also prohibited.

## 8. Resale Certificates

Multipure does not honor Builder Resale Certificates. As such, all sales must include any and all relevant state and local sales taxes in the final price calculation, and Builder Resale Certificates cannot be applied.

## 9. Multipure Sponsored Sales Promotions

Builders may advertise via flyers, displays, Internet sites, etc. Multipure sponsored promotions that are available to all Builders; advertisement is allowed only during the applicable promotion effective dates. EXAMPLE: Buy a drinking water system between July 1 and September 30, and receive a FREE shower filter. Customers must pay any fees associated with the promotions. The fees cannot be paid by the selling Builder.

## 10. Enforcement Of Advertising Guidelines

- Infractions to these guidelines should be reported in writing (fax, US mail or email) to Multipure's Compliance Department (headquarters@multipure.com).
  - The Builder in question will be contacted via e-mail or telephone and asked to make the necessary changes to bring their advertisement into compliance.
  - If Multipure does not receive a response from the e-mail/telephone call within 10 business days, a letter will be sent via certified mail.
  - Those in violation have 5 business days to comply and make the necessary changes to their advertisement/website. If they have not made the necessary changes by the end of this time period, Multipure will not accept orders from this Builder until the violation has been corrected.
  - The offending Builder, if still non-compliant, will then receive another letter informing them that their orders will not be processed until their advertisement/website has been brought into compliance. They will be given 30 days from the date of this letter to comply with Multipure's published advertising guidelines. Failure to meet this deadline will result in the termination of their Multipure Builder Business.
- A Builder Business may be terminated by Multipure immediately if a Builder's actions discredit Multipure Corporation or if the Builder makes claims contrary to Multipure's literature, labels, or for other good cause.

## 11. Replacement Filters

Replacement filters may be sold by Builders. Builders are not required to sell replacement filters. Multipure encourages Builders to provide a link to the Multipure website or Multipure's toll-free number as a customer convenience. Commissions on replacement filters will be paid to the Builder who originally sold the customer their Drinking Water System in compliance with Multipure Builder Policy #22: Assigned Customer Transactions and the Original Builder. Customers are encouraged to purchase replacement filters directly from Multipure to ensure that they are purchasing genuine Multipure filters and that they are maintaining the Lifetime Warranty on their Multipure System.