BAMA

COUPON REDEMPTION POLICY STATEMENT

This letter explains the terms and conditions under which BAMA will reimburse customers for coupon submissions. Proper store redemption of our coupons authorizes you to submit coupons for reimbursement by BAMA. Your redemption of coupons signifies compliance with BAMA requirements. After reviewing these updated requirements, if you have any questions or need further clarification, please call our agent, NCH Marketing Services at 1-800-833-7096.

1) Coupons are redeemable only by a consumer purchasing the product(s) indicated, including, but not limited to the brand, quantity and size with the face value of the coupon deducted from your retail price.

2) Coupons may not be reproduced, photocopied, trimmed or altered in any way by the retailer.

3) Coupons are non-assignable and are void if transferred from their original recipient to any other person, firm or group. BAMA does not permit the unauthorized distribution, collection, sale, or assignment of its coupons for any reason. Therefore, coupons are not to be used in swap boxes, taped to product or placed on hooks near BAMA products, gathered and distributed by any person or group for charitable fund-raising purposes, or otherwise used in any way except as described in Requirement 1 above.

4) Coupons are void if taxed, restricted, or prohibited by law.

5) The consumer must pay any applicable sales tax.

6) There is a limit of one coupon per purchase of the product and size(s) indicated.

7) Coupons are only redeemable by authorized dealers located in U.S., including Military bases.

8) Properly redeemed and identified coupons will be accepted by BAMA directly from the retailer, through a retailer clearinghouse, retailer-billing agent, or through a wholesaler-billing agent. Coupons from unauthorized intermediary agents will not be accepted

9) All applicable IRS reporting requirements, including obtaining an appropriate taxpayer identification number must be complied with.

10) You will be reimbursed for:

A. The face value of coupons or if the coupon calls for free merchandise for your retail selling price (up to the stated cap amount)
B. $0.12 per coupon "Customer Handling Fee" for each coupon properly redeemed and identified

The Customer Handling Fee reimburses the retailer and its agent for all associated costs, including all handling and transportation expenses of any kind. BAMA will not pay any additional fees or costs, including those related to postage, shipping or transportation fees. Due to system limitations and for ease of reconciliation, upon submission of an invoice for payment, the Customer Handling Fee shall be settled as follows: an $0.08 per Coupon handling fee, plus a $0.04 per Coupon supplemental handling fee (billed as shipping/postage)

11) The Customer Handling Fee constitutes full and complete compensation to the retailer and its agent for the customary and reasonable expenses incurred in processing the coupon from point of sale to redemption at BAMA's designated site. Any expenses, such as clearinghouse charges and handling fees, are costs negotiated between the retailer and its clearinghouse or agent, and are not the responsibility of BAMA and therefore the fees involved will not be passed to BAMA, nor will any other coupon-related fee of any kind.

12) You agree not to take unauthorized deductions from BAMA product invoices for any amounts relating directly or indirectly to coupon redemption. If such unauthorized deductions are made, BAMA reserves the option to take action, including but not limited to, suspending shipments /

credit to the retailer and / or a reduction in the retailers' promotional funding to offset any and all unauthorized coupon related deduction balances.

13) Upon request, you must present to BAMA evidence of purchase of sufficient product to cover coupons submitted to us for payment.

14) The cash redemption value of each coupon is 1/100 of one cent.

15) It is FRAUD to present coupons for redemption other than as provided by this Redemption Policy.

16) FAILURE TO OBSERVE THESE TERMS AND CONDITIONS FOR PROPER REDEMPTION MAY AT THE SOLE OPTION OF BAMA, VOID ALL COUPONS SUBMITTED FOR REIMBURSEMENT AND ALL COUPONS MAY BE RETAINED AS PROPERTY OF BAMA, WITHOUT PAYMENT. FAILURE TO ENFORCE ANY TERMS OR CONDITIONS HEREIN SHALL NOT BE DEEMED A WAIVER OF THEM.

17) To redeem coupons for BAMA, send properly redeemed coupons to:

BAMA
P.O. Box 880070
El Paso, TX 88588-0070

4/1/2010