

## **Coupon Redemption Policy**

As of December 1, 2011

### **Purpose:**

Airborne's Coupon Redemption Policy is designed to ensure that coupon processing is done in an efficient and fair manner and as cost-effective as possible. We expect our customers to follow our submission guidelines. NCH is Airborne's clearing house, which also follows these conditions and terms.

### **Conditions and Terms:**

- I. Customer's submission of coupons constitutes a binding agreement of Airborne's coupon policy.
- II. Coupons are only valid per the language printed on the coupon and limited to one per item sold. This includes brands, product, flavors, sizes, quantities, expiration date, and total value of the coupon.
- III. Coupons may not be reproduced, photo-copied, trimmed or altered in any way.
- IV. The consumer is required to pay any sales tax associated with the purchase. Coupons are not valid on purchases of product for resale purposes.
- V. No coupon should be accepted from the consumer after the expiration date printed on the coupon. Only coupons submitted to NCH prior to or within 180 days (6 months) after the expiration date will be honored.
- VI. Coupons are to be submitted per industry guidelines and these policy guidelines. Failure to comply with the guidelines could result in refusal of payment for the entire shipment.
- VII. Airborne will only reimburse the following:
  - a. Up to the printed face value of the coupon.
  - b. Standard handling fee of \$0.08 per coupon.
  - c. Shipping/other fees of up to \$0.16 per coupon. This reimbursement covers all fees including shipping, postage, administration, consolidation, service fee, fines, penalties and other legitimate miscellaneous expenses incurred by the customer.
  - d. Any unauthorized deduction or post audits taken above and beyond Airborne's approved reimbursement structure will be denied and will require prompt repayment. Failure to reimburse Airborne could result in future orders being placed on credit hold or may be expensed against future trade funds. A reduction in trade funds could result in scheduled promotions being cancelled.

## Coupon Redemption Policy – Continued

- VIII. Airborne reserves the right to request proof of purchase and to audit the entire coupon sorting and billing process of any customer.
- IX. Airborne reserves the right to deny reimbursement and retain, mark, and void any coupons that appear to be one of the following:
- a. In mint/mass cut condition
  - b. Submitted in a uniformed mix
  - c. Submitted quantity not supported by the retailer's inventory purchases
  - d. "Foreign" coupon – not Airborne product or unapproved or invalid coupon (reproduced coupon)
  - e. Submitted by a customer whose address can't be verified
  - f. Out of distribution
  - g. Expired more than 180 days (6 months) after expiration date printed on the coupon
  - h. Any coupon not in accordance with this policy
- X. Actual counts and payments by NCH on Airborne's behalf are final. A customer may appeal within 6 months of the dated denial.
- XI. Any false or misleading supporting documentation provided to Airborne could terminate that customer's redemption privileges.
- XII. Failure to follow this policy could result in terminating the customer's redemption privileges.

### Redemption Address

Airborne, Inc.  
P.O. Box 880430  
El Paso, TX 88588-0430

If you are aware of a situation possibly involving coupon fraud, you are urged to contact either a local law enforcement agency or the Coupon Information Center at (703) 684-5307.