

COUPON REDEMPTION POLICY STATEMENT

EFFECTIVE: APRIL, 2004



This Coupon Redemption Policy statement explains the terms and conditions under which **BC-USA, Inc.** will reimburse retailers for coupon submissions. Proper store redemption of our coupons authorizes you to submit coupons for reimbursement by **BC-USA, Inc.** **BC-USA, Inc.** regrets that it cannot reimburse for coupons that are not submitted according to this Redemption policy. No modification of this Redemption Policy shall be valid unless first approved in writing by **BC-USA, Inc.**

Submission to BC-USA, Inc. of coupons for redemption signifies acceptance of, and compliance with, BC-USA, Inc. requirements, as outlined below.

Redemption at the Store

1. Coupons are redeemable only by a consumer purchasing the product(s) specified by the coupon, with the face value of the coupon deducted from the retail price. One coupon per item purchased.
2. Coupons may not be reproduced, photocopied, trimmed or altered in any way.
3. Coupons are non-assignable and are void if transferred from their original recipient to any other person, firm or group. **BC-USA, Inc.** 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 **BC-USA, Inc.** 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. Coupons are redeemable only through retailers located in the U.S. or through U.S. Military bases.

Processing Coupons for Payment

1. **BC-USA, Inc.** will accept properly redeemed and identified coupons 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.
2. All applicable IRS reporting requirements, including obtaining an appropriate taxpayer identification number must be followed.
3. To redeem coupons for BC-USA, Inc., products, send properly redeemed coupons to:

**BC-USA, Inc.
PO Box 880471
El Paso, TX 88588-0471**

Policy for Payment and Denials

1. You will be reimbursed for the following three items:
 - A) Face value of coupons or, if the coupon calls for free merchandise, for the retailer's retail-selling price (up to the stated maximum value printed on the coupon).
 - B) 8¢ for handling including special handling each coupon properly redeemed.
 - C) Retailers will be reimbursed at a rate that covers the transportation reimbursement cost. For retailers who sort and submit directly, reimbursement is for reasonable transportation reimbursement costs.
2. No reimbursement will be made for unreasonable postage/transportation or any additional fees.
3. Coupon reimbursements and/or coupon adjustments may not be deducted from product invoices. Invoice deductions and/or deduction fees are not in compliance with *BC-USA, Inc.*'s redemption policy.
4. ***BC-USA, Inc.*** has the right to request evidence of proof of purchase to show that sufficient stock was purchased to cover coupons submitted.
5. Only coupons received by ***BC-USA, Inc.*** within six (6) months of coupon expiration will be honored.

Other Information

1. The cash redemption value of each coupon is 1/20 of one cent.
2. It is FRAUD to present coupons for redemption other than as provided by this Redemption Policy.
3. FAILURE TO OBSERVE THESE TERMS AND CONDITIONS FOR PROPER REDEMPTION MAY, AT THE SOLE OPTION OF *BC-USA, INC.*; VOID ALL COUPONS SUBMITTED FOR REIMBURSEMENT. IMPROPERLY SUBMITTED COUPONS MAY BE RETAINED AS PROPERTY OF *BC-USA, INC.*, WITHOUT PAYMENT. FAILURE TO ENFORCE ANY TERMS OR CONDITIONS HEREOF SHALL NOT BE DEEMED A WAIVER OF THEM.