



CITRUS WORLD, INC.
COUPON REDEMPTION POLICY STATEMENT

This letter explains the terms and conditions under which *Citrus World, Inc.* will reimburse customers for coupon submissions. Proper store redemption of our coupons authorizes you to submit coupons for reimbursement by *Citrus World, Inc.*

Your redemption of coupons signifies compliance with Citrus World, Inc. requirements, as outlined below.

Redemption at the Store

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. *Citrus World, 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 *Citrus World, 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. There is a limit of one coupon per purchase of the product and size(s) indicated.
7. Coupons only redeemable at retailers located in the U.S. or U.S. Military bases.

Processing Coupons for Payment

1. *Citrus World, Inc.* will accept properly redeemed and identified coupons directly from the retailer, through a retailer clearinghouse, or through a retailer-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 complied with.
3. To redeem coupons for Citrus World, Inc., send properly redeemed coupons to:

<i>Citrus World, Inc.</i>	OR	<i>NCH/Citrus World, Inc.</i>
PO Box 880092		26-A Walter Jones
El Paso, TX 88588-0092		El Paso, TX 79906

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 your retail-selling price (up to the stated cap amount).

B) 8 ¢ for handling each coupon property redeemed. An industry study, independently conducted by Arthur Andersen, identified that the 8¢ covers the following costs:

- Front-End Handling by the retailer
- Store to Headquarters Accounting
- Store Occupancy
- Sundry Loss
- Cost of Funds
- Coupon Processing

This covers any special handling, invoice preparation, or other fees.

C) Reasonable postage

- Retailers who sort and submit directly will be reimbursed for reasonable postage indicated on the package received.
- Retailers using a retailer clearinghouse or billing agent will be reimbursed at a per thousand rate that covers the cost for the transportation of the coupons.

1. You will NOT be reimbursed for unreasonable postage or any additional fees.

2. Coupon reimbursements may not be deducted from invoices.

3. *Citrus World, Inc.* has the right to request evidence of proof of purchase to show that sufficient stock was purchased to cover coupons submitted.

4. *Citrus World, Inc.* reserves the right to recoup unauthorized payments to retailers and their agents.

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 CITRUS WORLD, INC., VOID ALL COUPONS SUBMITTED FOR REIMBURSEMENT AND ALL COUPONS MAY BE RETAINED AS PROPERTY OF CITRUS WORLD, INC., WITHOUT PAYMENT. FAILURE TO ENFORCE ANY TERMS OR CONDITIONS HEREOF SHALL NOT BE DEEMED A WAIVER FOR THEM.

