

COORS BREWING COMPANY COUPON REDEMPTION POLICY

This policy summarizes the terms and conditions for the redemption of Coors Brewing Company's ("Coors") coupons. The redemption of Coors coupons for payment signifies your acceptance and compliance with this policy, as well as compliance with its operating agency, The Integer Group, L.L.C. No other document will modify or change any terms set forth in this agreement.

The following terms and conditions apply:

Redemption at the Store

1. All consumers must be 21 years of age or older to use Coors Coupons.
2. A Coupon is redeemable only by a consumer purchasing the specific brands and/or products stated on the coupon during the specified redemption period. All coupon redemption is limited to the quantity and size listed on coupon. Only one coupon will be honored for each item purchased. The face value of the coupon will be deducted from your retail price.
3. Coupons may not be reproduced, photocopied, mutilated, trimmed or altered in any way by the retailer and will be considered fraud if any alterations are made.
4. Coupons are non-assignable and are void if transferred from their original recipient to any other person, firm or group. Coors does not permit the unauthorized distribution, collection, sale, or assignment of its coupons for any reason.
5. All Coors Coupons are void if taxed, restricted, or prohibited by law.
6. The consumer is required to pay any applicable sales tax.
7. All Coors Coupons can be redeemed only in valid states at retail locations located in the United States and U.S. Military bases.

Processing Coupons for Payment

8. Coors will only accept properly redeemed and identified coupons either directly from the retailer, through an authorized retailer clearinghouse, or through an authorized wholesaler-billing agent.

9. Retailers submitting coupons must comply with all applicable IRS reporting requirements, including submitting an appropriate taxpayer identification number.
10. To redeem coupons for Coors, send properly redeemed coupons to:
Coors Brewing Company
NCH Marketing Services
PO Box 880244
El Paso, TX 88588-0244

Policy for Payment and Denials

11. Retailers 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 maximum value printed on the coupon); plus
 - b. \$.08 for handling each coupon properly redeemed; plus
 - c. Reasonable out-of-pocket costs incurred for the physical transportation of the coupons to us or to our authorized agent. We will not pay for any administrative or consolidation fees and, except as described in (ii) below, we will not pay any other up charges that you or your agent (if you use one) may assess on or in lieu of such pass-through/out-of-pocket expenses. The transportation costs will be reimbursed as follows:
 - i. For retailers who sort the coupons they have redeemed and submit them directly without the use of any third party agent, you will be reimbursed for incurred reasonable postage (i.e. first class mail insured) or other shipping charges, as indicated on the package received.
 - ii. For those retailers that are using a clearinghouse or billing agent, we will reimburse you at a rate equal to \$6 per thousand of coupons redeemed.
12. Coupon reimbursements and coupon adjustments CANNOT be deducted from product invoices or purchase orders.
13. If payment for coupon submissions is denied, you may challenge the decision in writing to NCH.
14. Coors reserves the right to request evidence of proof of purchase to show that sufficient stock was purchased to justify the number of coupons submitted and reserves the right to audit the coupon sorting and billing service of any retailer or any agent involved in the handling process.

15. If false or misleading verification information is provided on a questionnaire to manufacturer, or a certified clearinghouse, redemption privileges with Coors may be permanently terminated.
16. Each shipment of coupons will be considered as a whole and Coors reserves the right to refuse payment for an entire shipment if any portion of the shipment is found to be improperly redeemed.

Miscellaneous Terms

17. The cash redemption value of each coupon is 1/20 of one cent.
18. It is the responsibility of each retailer to make sure all personnel in its organization complies with this policy.
19. It is FRAUD to present coupons for redemption other than as provided by this agreement and could result in prosecution under U.S. Mail Fraud Statutes.
20. Failure to observe these terms and conditions for proper redemption may, at the sole option of Coors, void all coupons submitted for reimbursement and all coupons may be retained as property of Coors without payment. Coors reserves the right to forward coupons, which Coors judges to be redeemed improperly, to law enforcement agencies for their review and investigative purposes.
21. The waiver, in whole or in part, of any right, remedy or duty provided for in this Agreement will not constitute the waiver of any prior, concurrent or subsequent right, remedy or duty under this Agreement.
22. Applicable jurisdiction. Any lawsuit involving coupon processing or payment disputes shall be brought within 18 months of the original date of coupon payment or denial of payment, or such claims shall be deemed extinguished. Any such lawsuit shall be filed and conducted in a state or federal court located in the state of Colorado. Each party shall be responsible for its own attorneys' fees and costs.

This Redemption Policy is effective immediately. This Policy continues in effect until terminated in writing by Coors.