



DAD's Pet Care

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COUPON REDEMPTION POLICY STATEMENT

YOUR PRESENTATION OF OUR COUPONS FOR REDEMPTION INDICATES YOUR ACCEPTANCE AND COMPLIANCE WITH THIS REDEMPTION POLICY STATEMENT (the "Agreement"). NOTWITHSTANDING ANY COURSE OF DEALINGS BETWEEN US, NO PURCHASE ORDER, INVOICE, RETAILER-POLICY, OR SIMILAR DOCUMENT SHALL BE CONSTRUED TO MODIFY ANY OF THE TERMS OF THIS AGREEMENT.

Background:

This Agreement and its provisions apply to all Dad's Pet Care ("Company") owned product coupons, which includes, but is not limited to, the following brands: DAD'S Pet Care, Back to Basics, Better Than Ears, Enhance, Guilt Free Treats, Kibble Select Complete, Rachael Ray Nutrish, Veterinarian Formulate Complete, and The Source.

It is the intent of the Company to process coupon reimbursements in the most efficient and cost effective way possible, and to ensure that we can continue to provide consumers the promotional incentive that such coupons offer.

A. Redemption at the Store

- (1) Coupons are redeemable only by a consumer purchasing the specific product(s) indicated on the coupon (i.e. the specific brand, size and quantity indicated), and only in accordance with the terms set forth on the face of the coupon and in this Agreement. The face value of the coupon shall be deducted from the retail selling price. Only one coupon shall be honored for each item purchased.
- (2) Retailers are to use reasonable care in accepting Company coupons. Retailers shall not accept (and the Company will not honor) coupons that have been reproduced, photocopied, mutilated, 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 prior to presentation for redemption. The Company does not permit the unauthorized distribution, collection, sale, or assignment of Company coupons for any reason. Coupons are not to be used in swap boxes, taped to product or gathered and distributed by any person or group for charitable fund-raising purposes, or otherwise used in any way except as described in this Agreement.
- (4) Coupons are void if taxed, restricted or prohibited by law.