



Dr Pepper/Seven Up Inc.
P.O. Box 869222
Plano, Texas 75086-9222

COUPON REDEMPTION POLICY

This policy explains the terms and conditions under which Dr Pepper/Seven Up, Inc. will reimburse customers for coupon submissions. Proper store redemption of our coupons authorizes you to submit coupons for reimbursement by Dr Pepper/Seven Up, Inc. Your redemption of coupons signifies compliance with Dr Pepper/Seven Up, Inc.'s requirements and any other use constitutes fraud.

- 1) Coupons are redeemable only by a consumer purchasing the product(s) indicated, quantity and size with the face value of the coupon deducted from the retail price.
- 2) The consumer must pay any applicable sales tax.
- 3) There is a limit of one coupon per purchase of the product and size(s) indicated.
- 4) Only coupons received within six months of expiration date will be honored.
- 5) Coupons are only redeemable by authorized retailers located in the United States, including Military bases.
- 6) Coupons are void if taxed, restricted, or prohibited by law.
- 7) Coupons may not be reproduced, photocopied, trimmed or altered in any way by the retailer.
- 8) Coupons are non-assignable and are void if transferred from their original recipient to any other person, firm or group. Dr Pepper/Seven Up, Inc. does not permit the unauthorized distribution, collection, sale or assignment of its coupons for any reason. Coupons cannot be used in swap boxes, 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.
- 9) Properly redeemed and identified coupons will be accepted by Dr Pepper/Seven Up, Inc. directly from the retailer or through a retailer clearing house. Coupons from unauthorized intermediary agents will not be accepted.
- 10) All applicable IRS reporting requirements must be complied with, including obtaining an appropriate taxpayer identification number.
- 11) Dr Pepper / Seven Up, Inc. will reimburse the face value of the coupons or if the coupon calls for free merchandise, for the retail selling price (up to the stated maximum retail value) plus \$.08 for handling each coupon.
- 12) Dr Pepper / Seven Up, Inc. will reimburse reasonable out-of-pocket costs incurred for the physical transportation of coupons from the retailer or their agent's coupon processing facility to Dr Pepper / Seven Up, Inc.'s designated clearinghouse address. This amount covers ground transportation costs only.
- 13) Coupon reimbursements may not be deducted from invoices.
- 14) Upon request, you must present to Dr Pepper/Seven Up, Inc. evidence of sufficient purchases of product to cover coupons submitted for payment.

- 15) The cash redemption value of each coupon is 1/20 of one cent.
- 16) **Failure to observe these terms and conditions for valid redemption may, at the sole discretion of Dr Pepper/Seven Up, Inc, void all coupons submitted for reimbursement and all coupons may be retained as property of Dr Pepper/Seven Up, Inc., without payment. Failure to enforce any terms or conditions hereof shall not be deemed a waiver of such terms or conditions. This policy may be amended by Dr Pepper / Seven Up, Inc. at any time and at its sole discretion.**
- 17) Mail properly redeemed coupons and invoices to:
Dr Pepper / Seven Up, Inc., P.O. Box 880057, El Paso, TX 88588-0057

Please address any questions or comments regarding Coupon Redemption Terms to the Coupon Services Department or to our redemption agent, NCH Marketing Services, 155 Pfingsten Road Deerfield, Illinois.