



Coupon Redemption Policy Statement

- 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 redemption policy. The face value of the coupon should 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 coupons. Retailers shall not accept coupons that have been reproduced 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 store redemption. Coupons are not to be used in swap boxes, taped to product or gathered and distributed by any other person or group for charitable fund raising purposes.
- 4) Coupons are void if taxed, restricted or prohibited by law.
- 5) Coupon reimbursements, adjustments and handling/redemption charges may not be deducted from invoice payments. Invoice deductions for coupon costs, charges or remittances are not in compliance of this Redemption Policy.
- 6) The consumer must pay any applicable sales tax.
- 7) There is a limit of one coupon per purchase of the product and size(s) indicated.
- 8) Coupons are redeemable only by dealers/retailers located in the U.S. and on U.S. military bases.
- 9) Properly redeemed and identified coupons will be accepted only from Maple Leaf Farms, Inc.'s authorized intermediaries or clearing houses. Coupons will not be honored if presented through unauthorized persons or companies. Coupons will be considered void when presented by an agency or broker not authorized by Maple Leaf Farms, Inc.
- 10) All parties submitting coupons for redemption must comply with all applicable laws and regulations, including IRS reporting requirements, and must have an IRS taxpayer identification number.
- 11) Retailers will be reimbursed for the following amounts:
 - A. Face value of coupons or, if the coupon calls for free merchandise, for the retail selling price (up to the stated cap amount), plus \$.08 for each coupon properly redeemed*, plus

- B. Reasonable documented out-of-pocket expenses incurred for the physical transportation of the coupons to Maple Leaf Farms, Inc. or Maple Leaf Farms, Inc.'s authorized agent. Maple Leaf Farms, Inc., will not pay for any administrative or consolidation fees and, except as expressly provided for in this Policy, will not pay any other charges that retailer or retailer agent may assess on or in lieu of such pass-through/out-of-pocket expenses. The cost of transporting coupons to Maple Leaf Farms, Inc., will be reimbursed as follows:
- i) Retailers who sort redeemed coupons and submit them directly without the use of any third party agent will be reimbursed for incurred actual, reasonable shipping charges, as indicated on the package received.
 - ii) Retailers who use a clearinghouse or billing agent will be reimbursed at the rate of \$5.00 per thousand (\$5.00/M) of coupons redeemed and properly submitted.
- 12) You will NOT be reimbursed for unreasonable postage or any additional fees.
- 13) Retailers must present to Maple Leaf Farms, Inc., upon request evidence of purchase of sufficient stock to cover coupons submitted for payment.
- 14) The cash value of each coupon is 1/20 of one cent.
- 15) It is FRAUD to present coupons for redemption other than as provided by this Redemption Policy.
- 16) FAILURE TO OBSERVE THESE TERMS AND CONDITIONS FOR PROPER REDEMPTION MAY, AT THE SOLE OPTION OF MAPLE LEAF FARMS, INC., VOID ALL COUPONS SUBMITTED FOR REIMBURSEMENT AND ALL COUPONS MAY BE RETAINED AS PROPERTY OF MAPLE LEAF FARMS, INC., WITHOUT PAYMENT. FAILURE TO ENFORCE ANY TERMS OR CONDITIONS HEREOF SHALL NOT BE DEEMED A WAIVER FOR THEM.
- 17) To redeem coupons for Maple Leaf Farms, Inc., send properly redeemed coupons to:
Maple Leaf Farms, Inc.
P.O. Box 880520
El Paso, TX 88588-0520
- 18) Maple Leaf Farms, Inc. may revise this Coupon Redemption Policy Statement at any time, in its sole discretion.

Effective Date: April 1, 2005

*The \$.08 handling reimbursement covers the following costs:

- Front-end handling by the retailer
- Store to headquarters accounting
- Store occupancy
- Sundry loss
- Cost of funds
- Coupon processing
- Any other special handling, invoice preparation or other fees