

MillerCoors LLC Coupon Redemption Policy

Effective: November 21, 2011

This MillerCoors LLC ("MillerCoors") Coupon Redemption Policy ("Policy") provides the terms and conditions for the redemption of MillerCoors coupons. The redemption of MillerCoors coupons for payment signifies your acceptance and compliance with this Policy. No other document will modify or change any terms and conditions set forth in this Policy.

The following terms and conditions set forth in this Policy apply to all coupon redemption activities:

Redemption at the Store

1. A coupon is redeemable only at a licensed retailer's place of business by a consumer of legal drinking age, purchasing the brand/package ("Product") specified on the face of the coupon, during the specified redemption period. The retailer will deduct the face value of the coupon from the retail selling price of the Product.
2. There is a limit of one coupon per purchase of the Product, as specified on the face of the coupon. Multiple coupons (two or more, in any form including using a paper and a digital coupon together) may not be applied against the purchase of the same Product.
3. Paper coupons are void and will not be redeemed if reproduced, photocopied, mutilated, trimmed or altered in any way by the retailer. This prohibition expressly includes, without limitation, coupons transferred from their original receipt to any other person, firm or group prior to store redemption through a coupon club or other coupon exchange programs. MillerCoors reserves the right to confiscate and forward any coupons classified as misredeemable to enforcement agencies for review.
4. Digital coupons are void and will not be redeemed if they exhibit signs of misredemption, including, but not limited to: accuracy or quality issues in data files; excessive or unusual patterns of redemption; use of multiple coupons (digital and paper) for a single purchase; and excessive "make good" coupons or point of sale overrides.
5. Coupons must not be accepted from the consumer after the stated expiration date. Only coupons received by MillerCoors from the retailer within six months of the coupon expiration date will be honored. Retailers will not be reimbursed for coupons submitted after the six month grace period.
6. All MillerCoors coupons are void if taxed, restricted, or prohibited by law.
7. The consumer is required to pay any applicable sales tax.
8. All MillerCoors coupons can only be redeemed at retail locations located in states in the United States and on U.S. Military bases where the coupons are valid. .

Processing Coupons for Payment

9. MillerCoors will only accept properly redeemed and identified coupons: (a) directly from the retailer; or (b) through an authorized (i) retailer clearinghouse, (ii) retailer billing agent, or (iii) wholesaler billing agent.
10. Retailers and/or intermediary agents may qualify for participation in MillerCoors digital coupon promotions with written agreement by MillerCoors. Requirements include, but are not limited to: (a) consistently high quality coupon submissions; (b) ability to meet industry standard data transmittal requirements; (c) ability to provide point of sale data; and (d) acceptance of digital coupon requirements and terms.

11. MillerCoors encourages retailers participating in digital coupon promotions to use industry standard formats for reading, writing, and transmitting data and to implement industry standards for digital coupon promotions to promote efficiency and strong controls.
12. It is the responsibility of the submitting retailer to comply with all applicable IRS reporting requirements, and the retailer must include its Federal taxpayer identification number when submitting coupons for redemption.
13. To redeem coupons issued by MillerCoors, send properly redeemed coupons to:

MillerCoors LLC
NCH Marketing Services
P.O. Box 880244
El Paso, TX 88588-0244

Policy for Payment and Denials

14. Retailers will be reimbursed for the following items:
 - a. The face value of the coupon. If the coupon calls for free merchandise from the retailer's establishment, the amount reimbursed to the retailer will be the retailers retail selling price of the item (up to the stated maximum value printed on the coupon); and
 - b. Reasonable out-of-pocket costs incurred for handling and physical transportation of the coupons to MillerCoors or its designated agent. MillerCoors **will not pay for any administrative or consolidated fees and, except as described below, MillerCoors will not pay any other charges that retailers or their agent (if one is used) may assess on or in lieu of such pass-through/out-of-pocket expenses.** The costs will be reimbursed as follows:
 - i. MillerCoors may establish different handling fees for different types of coupons; and
 - ii. For paper coupons, retailer acknowledges MillerCoors will reimburse for the most cost efficient ground transportation for the last leg of the shipment from the U.S. point of origin to MillerCoors. For all coupons, any clearinghouse fees and other costs are negotiated between the retailer and the clearinghouse and are covered
 - iii. by the handling fee.
15. Coupon reimbursement and coupon adjustments CANNOT be deducted from payment of any Product invoices or purchase orders. Reimbursement for the redemption of MillerCoors coupons will only be made by MillerCoors' authorized agent to clearinghouses recognized by MillerCoors as authorized agents of retailers of MillerCoors Products.
16. Questions regarding payments should be directed to MillerCoors' clearinghouse at the number identified at the end of this Policy.
17. MillerCoors reserves the right to request evidence of proof of purchase to show that sufficient Product was purchased to cover coupons submitted for payment. Product purchases must support the amount of coupons submitted and the amount of coupons submitted should not exceed the normal industry redemption figures.
18. MillerCoors reserves the right to audit the coupon sorting and billing service of any retailer or any agent involved in the handling process.

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

Miscellaneous Terms

21. It is the responsibility of each retailer to make sure all personnel in its organization comply with this Policy.
22. It is FRAUD to present coupons for redemption other than as provided by this Policy and could result in prosecution under the U.S. Mail Fraud Statutes.
23. Failure to observe these terms and conditions for proper redemption may, at the sole option of MillerCoors, void all coupons submitted for reimbursement and all coupons may be retained as property of MillerCoors without payment. MillerCoors reserves the right to forward coupons, which MillerCoors judges to be redeemed improperly, to law enforcement agencies for their review and investigative purposes.
24. Any use not consistent with these terms and conditions will be treated as a material breach of this Policy. Acceptance or redemption of any coupon will not constitute a waiver of MillerCoors' right to seek enforcement of any portion of this Policy.
25. Any lawsuit involving coupon processing or payment disputes will be brought within 18 months of the original date of coupon payment or denial of payment, or such claims will be deemed extinguished. Any such lawsuit will be filed and conducted in a state or federal court located in the state of Illinois. Each party will be responsible for its own attorneys' fees and costs.
26. MillerCoors reserves the right to change or terminate this Policy at any time upon notice.

*For questions concerning this Policy or claims for payment, please call the NCH Response Line to speak with a NCH specialist.
1-800-833-7096*