



COUPON REDEMPTION POLICIES AND PROCEDURES

The terms and conditions stated hereof must be adhered to for reimbursement of Nutro's coupon offers. Proper store redemption and submissions of coupons to Nutro's clearinghouses authorizes the clearinghouses to submit invoices for reimbursement from Nutro Products, Inc. Clearinghouse redemptions of coupons signify compliance with Nutro Products, Inc. Coupon Redemption Policy.

Guidelines for Coupon Acceptance

- 1) Retailers should never accept expired coupons. Expired coupons will NOT be honored by Nutro Products, Inc. or by Nutro's clearinghouses.
- 2) All coupons must be sent to the address specified on the back of each coupon.
- 3) **Retailers have 90 days after the coupons expiration date to get the coupons to Nutro's clearinghouses.** (Example: coupon expiration date is 06/30/06; last date to redeem coupon with the clearinghouse would be 09/31/06.)
- 4) Retailers with existing accounts at Nutro's clearinghouses will be paid within **21 days** after receipt at the clearinghouse, assuming that the coupons are properly sorted and invoiced according to this policy.
- 5) The Nutro clearinghouses will accept properly redeemed and identified coupons directly from a Nutro retailer or through other specially authorized retailer clearinghouses only. **Coupons from distributors will be accepted only if they are sorted and invoiced separately by retailer.**
- 6) Coupons are redeemable only by a consumer purchasing the product(s) indicated on the coupon; including but not limited to the brand, quantity, size and with the face value of the coupon deducted from the retail price.
- 7) Coupons, which do not contain the data requested on the coupon offer, will be set aside for review and redemption may be delayed.
- 8) Only complete originals of coupons will be accepted. Reproductions, photocopies, trimmed or altered coupons will not be accepted.



- 9) The consumer must pay any applicable sales tax associated with the coupon offer.
- 10) Nutro does not permit the unauthorized distribution, collection, sale or assignment of Nutro coupons for any reason.
- 11) Coupon reimbursements may not be deducted from invoices.
- 12) There is a limit of one coupon per purchase of the product and size(s) indicated, unless otherwise noted on coupon, or other special promotion. (A purchase constitutes the requirements stated on the coupon in order to fulfill the coupon agreement.)
- 13) Coupons are only redeemable by authorized Nutro retailers located in the United States and Canada, including Military bases.
- 14) Retailers must abide by all applicable IRS reporting requirements; including obtaining appropriate taxpayer identification number to be submitted upon request.
- 15) Retailers must present to Nutro, upon request, evidence of purchases made for sufficient stock to cover the coupon offers submitted for reimbursement. If evidence is not provided, reimbursement of an excess claim will be refused.
- 16) Nutro's Marketing department must authorize, in advance, all specific retailer promotions held concerning Nutro coupon offers.
- 17) All bar codes on Nutro coupons must be scannable. Do not stamp or write over the bar codes. Coupons with unreadable bar codes will be rejected.
- 18) Retailers will be reimbursed for the face value of coupons plus reasonable postage incurred.
- 19) The cash redemption value of each coupon is 1/100th of one cent.



Guidelines for Coupon Invoicing and Redemption

For efficient processing, please follow these guidelines to ensure that all coupon shipment invoices are filled out correctly and completely.

1. Retailers must sort coupons by face value.
2. Retailers must verify that all the coupons have a UPC bar code.
3. Retailers must verify that the expiration date is within the 90 days required for redemption on all coupons.
4. Retailers must make copies of the attached Retail Invoice Sheet for future use.
5. Retailers must prepare the attached invoice for each submission and keep a copy for reference.
6. Retailers must mail the completed invoice and all coupons to the appropriate Nutro clearinghouse. Please make sure you have a return address on the envelope when mailing coupons to the clearinghouse.
7. Any coupons submitted that do not meet the Nutro guidelines presented in this policy, will result in a variance on the retailer’s invoice.

AUTHORIZED NUTRO CLEARINGHOUSES

<u>United States Retailers</u>	<u>U.S. Retailers</u>	<u>Canadian Retailers (only)</u>
(If sent by U.S. Mail)	(If by U.P.S.)	(U.S. Mail only)
Nutro Coupons	NCH/Nutro	Nutro Coupons
P.O. Box 880169	26-A Walter Jones	P.O. Box 3000
El Paso, TX 88588-0169	El Paso, TX 79906	St. John, New Brunswick E2L 4L3
(800) 833-7096	(800) 833-7096	(800) 561-6966

It constitutes FRAUD to present Nutro coupons for redemption other than as outlined by this coupon policy. Failure to observe these terms and conditions for proper redemption may at the sole option of Nutro Products, Inc. void all coupons submitted for reimbursement and all coupons may be retained as property of Nutro Products, Inc. with out payment. Failure to enforce any terms or conditions hereof shall not be deemed a waiver for them.



VOUCHERS

Nutro provides vouchers for several purposes. Some vouchers have UPC bar codes and some do not. Retailers must make sure they do not send any vouchers that **do not** have a UPC bar code to the clearinghouse. The clearinghouse is not responsible for lost or missing vouchers and will not guarantee a safe return to the retailer.

1. Nutro vouchers will not be accepted at the clearinghouse, unless they have UPC bar codes printed on them.
2. Vouchers without UPC bar codes should be submitted directly to the distributor or the Nutro Sales Representative for processing.

REBATES

Rebates are being used more and more by Nutro. They are a great tool for gaining new consumer trial and rewarding existing consumers. Rebates usually have dollars off coupon offers on front and a consumer survey to be filled out on the back. Rebates do not have UPC bar codes on them, therefore, they are not sent to the clearinghouse for redemption. There will be instructions on the back of the rebate coupon for redemption procedures.

1. Rebates do not go to the clearinghouses for redemption.
2. Rebates should be redeemed according to the instructions on the back of the rebate.
3. Rebates must be completely filled out by the consumer for redemption by the retailer.
4. Any questions regarding specific rebates can be referred to the Nutro customer service line 800-833-5330.



THE DIFFERENCE IS NUTRITION™

INVOICE # (DATE)

Send via U.S. mail to:

or

Send via U.P.S. to:

Nutro Coupons
P.O. Box 880169
El Paso, TX 88588-0169

NCH/Nutro
26-A Walter Jones
El Paso, TX 79906
(800) 833-7096

RETAIL COUPON INVOICE SHEET

RETAILER:	
ADDRESS:	
CITY:	
STATE:	ZIP:

All coupons must have a UPC bar code. Any coupons submitted without a bar code will result in a variance on the invoice credit.

	COUPON QUANTITY		FACE VALUE		EXTENDED COST
1		X		=	\$
2		X		=	\$
3		X		=	\$
4		X		=	\$
5		X		=	\$
6		X		=	\$
7		X		=	\$
8		X		=	\$
9		X		=	\$
10		X		=	\$
11		X		=	\$
12		X		=	\$
13		X		=	\$
14		X		=	\$
15		X		=	\$
16		X		=	\$
17		X		=	\$
18		X		=	\$
19		X		=	\$
20		X		=	\$
TOTAL					\$
POSTAGE CREDIT					\$
TOTAL CREDIT					\$

Prepared by: