



PIONEER FLOUR MILLS

COUPON REDEMPTION POLICY

UPDATED JULY 9, 2003

This policy explains the terms and conditions under which Pioneer Flour Mills will reimburse customers for coupon submissions. Proper store redemption of our coupons authorizes you to submit coupons for reimbursement by Pioneer Flour Mills, as per the statement found on each coupon.

YOUR REDEMPTION OF OUR COUPONS INDICATES YOUR ACCEPTANCE AND COMPLIANCE WITH THIS REDEMPTION POLICY (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.

Redemption at the Store

- 1) Coupons are redeemable only by a consumer purchasing the product(s) indicated, including, but not limited to the brand, quantity and size with the face value of the coupon deducted from your retail price.
- 2) Coupons may not be reproduced, photocopied, trimmed or altered in any way by the retailer.
- 3) Coupons are void and will not be redeemed by Pioneer Flour Mills if reproduced, altered, assigned or misused in any way. This prohibition expressly includes, without limitation, coupons transferred from their original recipient to any other person, firm, or group prior to store redemption through a coupon club or other coupon exchange programs. Pioneer Flour Mills reserves the right to confiscate and forward any coupons misredeemable to enforcement agencies for review.
- 4) Coupons are void if taxed, restricted, or prohibited by law.
- 5) The consumer must pay any applicable sales tax.
- 6) There is a limit of one coupon per purchase of the product and size(s) indicated.
- 7) Coupons only redeemable by authorized dealers located in the U.S. and U.S. Military bases.

Processing Coupons for Payment

- 1) Pioneer Flour Mills will only accept properly redeemed and identified coupons directly from the retailer, through a retailer clearinghouse, or through a retailer-billing agent. Coupons from unauthorized intermediary agents will not be accepted.
- 2) All applicable IRS reporting requirements, including obtaining an appropriate taxpayer identification number must be complied with.
- 3) To redeem coupons for Pioneer Flour Mills products, send properly redeemed coupons to:

**Pioneer Flour Mills
P.O. Box 880104
El Paso, TX 88588-0104**

Policy for Payment and Denials

- 1) You will be reimbursed only for the following three items:
 - A. Face value of coupons or, if the coupon calls for free merchandise, for your retail selling price (up to the coupon's stated maximum value).
 - B. \$.08 for handling each coupon properly redeemed. This covers all costs, including any special handling, invoice preparation, or other fees. *
 - C. Reasonable Postage
 - Retailers who sort and submit directly will be reimbursed for reasonable postage indicated on the package received.
 - Retailers using a retailer clearinghouse or billing agent will be reimbursed at a per thousand rate that covers the cost for the transportation of the coupons. (\$5.00 per thousand)
- 2) You will ***not*** be reimbursed for unreasonable postage or any additional fees.
- 3) Coupon reimbursement may not be deducted from product invoices. Reimbursement will only be made by Pioneer Flour Mills or clearing houses recognized by Pioneer Flour Mills as agents of retailers of Pioneer Flour Mills products for the redemption of Pioneer Flour Mills coupons. Only coupons received by Pioneer Flour Mills within six months of coupon expiration date will be honored.
- 4) Pioneer Flour Mills reserves the right to request evidence of proof-of-purchase to show that sufficient stock was purchased to cover coupons submitted and reserves the right to audit the coupon sorting and billing service of any retailer or any agent involved in the handling process.
- 5) Any lawsuit involving coupon processing or payment disputes shall be brought within 18 months of the original date of coupon payment or such claims shall be deemed extinguished. Any such lawsuit shall be filed and conducted in a state or federal court located in San Antonio, Texas. Each party shall be responsible for its own attorney's fees and costs.
- 6) If false or misleading verification information is provided on a questionnaire to Pioneer Flour Mills, or a certified clearinghouse, redemption privileges with Pioneer Flour Mills will be permanently terminated.
- 7) Each shipment of coupons will be considered as a whole and Pioneer Flour Mills reserves the right to refuse payment for an entire shipment if any portion of the shipment is found to be improperly redeemed.
- 8) Failure to observe these terms and conditions for proper redemption may, at the option of Pioneer Flour Mills, void all coupons, submitted for reimbursement and all coupons may be retained as property of Pioneer Flour Mills without payment. Pioneer Flour Mills reserves the right to forward coupons, which Pioneer Flour Mills judges to be mis-redeemed, to law enforcement agencies for their review and investigative purposes.

Other Information

- 1) Cash value as stated on each coupon.
- 2) It is FRAUD to present coupons for redemption other than as provided by this Redemption Policy.
- 3) FAILURE TO OBSERVE THESE TERMS AND CONDITIONS FOR PROPER REDEMPTION MAY AT THE SOLE OPTION OF Pioneer Flour Mills VOID ALL COUPONS SUBMITTED FOR REIMBURSEMENT AND ALL COUPONS MAY BE RETAINED AS PROPERTY OF Pioneer Flour Mills, WITHOUT PAYMENT. FAILURE TO ENFORCE ANY TERMS OR CONDITIONS HEREOF SHALL NOT BE DEEMED A WAIVER OF THEM.

* An industry study identified that the \$.08 covers the following costs:

- Front-end handling by the retailer
- Store Occupancy
- Cost of Funds
- Store to headquarters accounting
- Sundry Loss
- Coupon Processing