



**Prairie Farms Dairy, Inc.
Coupon Redemption Policy Statement**

THIS DOCUMENT SETS OUT THE RULES GOVERNING THE REDEMPTION OF COUPONS ISSUED BY PRAIRIE FARMS DAIRY, ROBERTS DAIRY, HILAND DAIRY, EAST SIDE JERSEY DAIRY, INC., COLEMAN DAIRY, TURNER DAIRY (PRAIRIE FARMS CORPORATE).

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.

It is the intent of Prairie Farms Dairy, Inc. (Prairie Farms), to process coupon reimbursements in the most efficient and cost effective way possible, to ensure that we can continue to provide consumers the promotional incentive that coupons offer.

Redemption at the Store

- 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, photocopied, mutilated, trimmed 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, or other otherwise used in any way except as described in Section 1 above.
- 4) Coupons are void if taxed, restricted or prohibited by law.
- 5) The consumer must pay any applicable sales tax.
- 6) Coupons are redeemable only by dealers/retailers located in the U.S., its territories, and on U.S. military bases.

PRAIRIE FARMS DAIRY, INC.

arbitration is heard by a jury and no claim may be brought as a class action or as a private attorney general. Any arbitration hearing will take place within the state of Illinois federal judicial district.

- 14) If false or misleading verification information is provided on a questionnaire to Prairie Farms or certified clearinghouse, redemption privileges with Prairie Farms may be permanently terminated.
- 15) Each shipment of coupons will be considered as a whole and Prairie Farms reserves the right to refuse payment for an entire shipment if any portion of the shipment is found to be improperly redeemed.
- 16) It is FRAUD to present coupons for redemption other than as provided by this Redemption Policy.
- 17) FAILURE TO OBSERVE THESE TERMS AND CONDITIONS FOR PROPER REDEMPTION MAY, AT THE SOLE OPTION OF PRAIRIE FARMS VOID ALL COUPONS SUBMITTED FOR REIMBURSEMENT AND ALL COUPONS MAY BE RETAINED AS PROPERTY OF PRAIRIE FARMS, WITHOUT PAYMENT. FAILURE TO ENFORCE ANY TERMS OR CONDITIONS HEREOF SHALL NOT BE DEEMED A WAIVER FOR THEM.
- 18) Prairie Farms may revise this Coupon Redemption Policy Statement at any time, in its sole discretion.

PRAIRIE FARMS DAIRY, INC.

General Offices: 1100 Broadway, Carlinville, IL 62626 phone 217-854-2547 fax 217-854-8468 prairiefarms.com