



AUGUST 1, 2000

**Sun-Maid Growers of California
COUPON REDEMPTION POLICY STATEMENT**

This letter explains the terms and conditions under which Sun-Maid Growers of California will reimburse customers for coupon submissions. Proper store redemption of our coupons entitles you to submit coupons for reimbursement by Sun-Maid Growers of California.

Your redemption of coupons signifies compliance with Sun-Maid Growers of California requirements, as outlined below.

Redemption at the Store

1. Coupons are redeemable only by a consumer purchasing the product(s) indicated in the coupon, 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 non-assignable and are void if transferred from their original recipient to any other person, firm or group. Sun-Maid Growers of California does not permit the unauthorized distribution, collection, sale, or assignment of its coupons for any reason. Therefore, Sun-Maid Growers of California coupons are not to be used in swap boxes, gathered and distributed by any person or group for charitable fund-raising purposes, or otherwise used in any way except as described in Requirement 1 above.
4. Sun-Maid Growers of California coupons may not be affixed to product or placed on hooks near Sun-Maid Growers of California products unless a Sun-Maid Growers of California representative specifically authorizes such placement.

5. Coupons are void if taxed, restricted, or prohibited by law.
6. The consumer must pay any applicable sales tax.
7. There is a limit of one coupon per purchase of the product(s) indicated.
8. Coupons are only redeemable by dealers located in the United States, including Military bases.

Processing Coupons for Payment

1. Sun-Maid Growers of California will 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 Sun-Maid Growers of California, send properly redeemed coupons to:

Sun-Maid Growers of California
P.O. Box 880144
El Paso, TX 88588-0144

Policy for Payment and Denials

You will be reimbursed for the following three items:

1. The face value of coupons or, if the coupon calls for free merchandise, for your retail sales price (up to the stated cap amount).
2. \$.08 cents for handling each coupon properly redeemed. An industry study, independently conducted by Arthur Anderson, identified that the .08 cents covers the following costs:

Front-End handling by the Retailer	\$.048
Store to Headquarters Accounting	\$.040
Store Occupancy	\$.040
Sundry Loss	\$.056
Cost of Funds	\$.096
Coupon Processing	\$.088

This covers any special handling, invoice preparation or other fees.

3. Reasonable postage

- Retailers who sort and submit directly will be reimbursed for reasonable postage indicated on the package received.
- Retailers using a retail clearinghouse or billing agent will be reimbursed for the lesser of claimed postage or \$4.25 per thousand coupons.
- You will NOT be reimbursed for unreasonable postage or any additional fees.
- Coupon reimbursements may not be deducted from invoices.
- Should you receive a denial and wish to challenge it, you must present to Sun-Maid Growers of California upon request evidence of sufficient stock to cover coupons submitted to us for payment.

Other Information

- The cash redemption value of each coupon is 1/20 of one cent.
- It is FRAUD to present coupons for redemption other than as provided by this Redemption Policy. Sun-Maid Growers of California utilizes a third-party agent to monitor all retailer reimbursements for cents-off merchandise coupons and to determine the validity of submissions.
- FAILURE TO OBSERVE THESE TERMS AND CONDITIONS FOR PROPER REDEMPTION MAY AT THE SOLE OPTION OF SUN-MAID GROWERS OF CALIFORNIA, VOID ALL COUPONS SUBMITTED FOR REIMBURSEMENT AND ALL COUPONS MAY BE RETAINED AS PROPERTY OF SUN-MAID GROWERS OF CALIFORNIA, WITHOUT PAYMENT. FAILURE TO ENFORCE ANY TERMS OR CONDITIONS HEREOF SHALL NOT BE DEEMED A WAIVER FOR THEM.