

WM. WRIGLEY JR. COMPANY
COUPON REDEMPTION POLICY
(Updated February, 2008)

This Coupon Redemption Policy ("Policy") and the legal copy on Wm. Wrigley Jr. Company ("Wrigley") coupons state the only terms and conditions under which Wrigley will reimburse its customers for submissions of coupons ("Coupons") for Wrigley products. The retailer ("You" or "Your") agrees that Your redemption of Coupons constitutes Your acceptance of and binding agreement with all the terms and conditions in this Policy.

1. Coupons are redeemable only by retail consumers purchasing the brand, product, flavor(s), size(s) and quantities indicated prior to the expiration date on the face of the Coupon, with the face value of the Coupon deducted from Your retail selling price. Coupons are not authorized to be used when the consumer is purchasing products for resale
2. Coupons are valid only in the territory designated on the coupon. Cash value 1/20 of one cent.
3. There is a limit of one Coupon for purchase of the product and size(s) indicated.
4. Coupons are void and will not be redeemed by Wrigley if reproduced, altered, assigned, transferred, 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; coupons that are in mint/mass cut condition, or uniform mix. Wrigley reserves the right to confiscate and forward any coupons classified as misredeemable to enforcement agencies for review. Wrigley does not permit the unauthorized distribution, collection, sale or assignment of its Coupons for any reason. Coupons cannot be used in swap boxes, gathered and distributed by any person or entity for charitable fund-raising purposes, or used other than as expressly permitted hereunder. Wrigley reserves the right to confiscate and forward any coupons classified as misredeemable to law enforcement agencies for review and/or action.
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6. The consumer must pay any applicable sales tax.
7. On request, You must provide Wrigley with proof-of-purchase of sufficient stock within the submission period to cover Coupons presented for payment.
8. Coupon reimbursement may not be deducted from product invoices. Any deductions resulting from penalty fee assessments or administration fees will be considered unauthorized and must be repaid. Reimbursement will only be made by Wrigley or clearing houses recognized by Wrigley as agents of retailers of Wrigley products for the redemption of Coupons.
9. Only Coupons received within six (6) months of the Coupon expiration date will be honored for reimbursement.
10. Your properly identified and redeemed Coupons must be submitted: (i) directly by You, or (ii) through Wrigley's authorized clearing houses. Submission by unauthorized, intermediary agents, brokers, or other third parties will not be accepted. Disclosure of redemption data to a third party by retainer, clearing house or other intermediary agency is strictly prohibited.
11. For each properly redeemed Coupon, You will be reimbursed for the face value of Coupon, or if Coupon calls for free merchandise, for Your retail selling price up to the maximum printed on the face of the Coupon, plus the handling fee as stated on each Coupon, and reasonable postage incurred for the physical transportation of the coupons to us or to our authorized agent. We will reimburse you at a rate equal to \$5.50 per thousand of coupons redeemed (\$5.50/M).] Additional fees or charges (such as administrative fees or up-charges) are not reimbursable.

12. For each free Coupon offer, a dollar limit will be communicated to the manufacturer's agent which represents the maximum reimbursement value of the Coupon. This maximum limit will be printed on the Coupon adjacent to the retail price box. If You do not write Your retail selling price in the retail price box, an average market price will be used as the Coupon value, which is less than the maximum reimbursement value.

13. All applicable IRS reporting requirements, including obtaining an appropriate taxpayer identification number, must be complied with.

14. Advertising and promotions developed and/or disseminated by the third parties and containing coupons for Wrigley products must be approved by Wrigley in writing or will be treated as void. The In-Ad coupons will be distributed, printed and circulated only as authorized by Wrigley in writing. You agree to indemnify and hold Wrigley harmless from all costs and damages relating to any In-Ad coupons.

15. Wrigley (or its agent's) actual count of coupons received will be final and shall govern the payment of Coupons under this Policy.

16. It is Your responsibility to ensure that Your employees, agents, and representatives are aware of and in compliance with this Policy.

17. In the event a retailer payment is withheld, You must appeal this decision within six (6) months of the date of the notification of non-payment. Appeals made after six (6) months will not be considered.

18. WRIGLEY'S APPROVED REDEMPTION CENTER MAY VOID ANY AND ALL COUPONS SUBMITTED FOR REDEMPTION WHICH ARE NOT CONSISTENT WITH THESE TERMS. SUCH USE MAY CONSTITUTE VIOLATION OF U.S. MAIL FRAUD STATUTES AND COULD RESULT IN CRIMINAL PROSECUTION. CONFISCATION RIGHTS ARE RESERVED. IF WRIGLEY OR ITS APPROVED REDEMPTION CENTER: (i) DETERMINES IN GOOD FAITH THAT A RETAILER HAS REPEATEDLY FAILED OR REFUSED TO COMPLY WITH OR OTHERWISE DISREGARDED THIS POLICY, OR HAS FALSIFIED INFORMATION SUPPLIED TO WRIGLEY OR ITS APPROVED REDEMPTION CENTER; OR (II) RECEIVES INFORMATION FROM STATE OR FEDERAL GOVERNMENT AUTHORITIES THAT SUFFICIENT EVIDENCE EXISTS TO BRING CRIMINAL CHARGES AGAINST A RETAILER FOR CONDUCT RELATING TO COUPON REDEMPTION PRACTICES, THEN SUCH RETAILER'S REDEMPTION RIGHTS MAY BE PERMANENTLY TERMINATED, EFFETIVE UPON NOTICE TO THE RETAILER.

19. Failure to observe these terms and conditions may, at Wrigley's sole option, void all Coupons submitted for reimbursement and Coupons submitted may be retained by Wrigley without payment. Wrigley's failure to enforce any of these terms or conditions shall not be deemed a waiver of any of them.

20. Wrigley reserves the right, in its sole discretion, and without prior notice to any party, to modify, revise or eliminate any of the provisions of this Policy. It is Your responsibility to obtain updated copies of this Policy.

21. Send properly redeemed Coupons to:

Wm. Wrigley Jr. Company
P.O. Box 880479
El Paso, TX 88588-0479

OR

NCH / Wm. Wrigley Jr. Company
26-A Walter Jones
El Paso, TX 79906

22. Questions about this Policy may be submitted to:

NCH Marketing Services, Inc. / **Wm. Wrigley Jr. Company**
155 Pfingsten Road, Suite 200
Deerfield, IL 60015
Response Line: 1-800-833-7096