



**ARMORED AUTOGROUP SALES INC.
COUPON REDEMPTION POLICY STATEMENT
Effective Date 11/19/2012**

This letter explains the terms and conditions under which Armored AutoGroup Sales Inc. will reimburse customers for coupon submissions. Proper store redemption of our coupons authorizes you to submit coupons for reimbursement by Armored AutoGroup Sales Inc.

Your redemption of coupons signifies compliance with Armored AutoGroup Sales Inc. requirements, as outlined below.

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, not later than the expiration date, 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. Armored AutoGroup Sales Inc. does not permit the unauthorized distribution, collection, sale, or assignment of its coupons for any reason. For example, coupons are not to be used in swap boxes, taped to product or placed on hooks near manufacturer products, 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. Coupons are void if taxed, restricted, or prohibited by law.
5. The consumer must pay any applicable sales tax involved in connection with the purchase of coupon items.
6. There is a limit of one coupon per purchase of the product(s) and size(s) indicated.
7. Coupons are only redeemable by authorized dealers located in U.S., including Military Commissaries.
Armored AutoGroup Sales Inc. will not honor coupons submitted by retailers for products purchased from sources outside of Armored AutoGroup Sales' normal channels of distribution. Coupons redeemed on salvaged, damaged, close-out or diverted product will not be honored.

Processing Coupons for Payment

1. Armored AutoGroup Sales Inc. will accept properly redeemed and identified coupons directly from the retailer, through a retailer clearinghouse, a retailer-billing agent or through a wholesaler. 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 by the retailer.
3. To redeem coupons for Armored AutoGroup Sales Inc., send properly redeemed coupons to:

Armored Auto Group Sales Inc. OR P. O. Box 880107 El Paso, TX 88588-0107	NCH/ Armored Auto Group Sales Inc. 26-A Walter Jones El Paso, TX 79906
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Policy for Payment and Denials

1. You will be reimbursed for the following:
 - A. Face value of coupons or coupons redeemed for free merchandise, at your retail-selling price (up to the stated maximum value).
 - B. 8¢ for handling each coupon properly redeemed. An industry study, independently conducted by Arthur Andersen, identified that the 8¢ covers the following costs:

• Front-End Handling by the Retailer	4.8¢
• Store to Headquarters Accounting	.4¢
• Store Occupancy	.4¢
• Sundry Loss	.56¢
• Cost of Funds	.96¢
• Coupon Processing	.88¢

This covers any special handling, invoice preparation, or other fees.
 - C. Postage Rate
 - 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 rate of \$10.00 per thousand coupons.
2. You will NOT be reimbursed for the following:
 - A. Unreasonable postage claims above our stated reimbursement rate as mentioned above.
 - B. Submission of invoices not to exceed five (5) per day.
 - C. Add-on miscellaneous fees including, but not limited to the following:
 - Shipping consolidation fees
 - Invoice creation fees
 - Minimum invoice fees
 - Fuel surcharge fees
3. Coupon reimbursements and adjustments may NOT be deducted from payment of invoices.
4. On request, retailers must provide Armored AutoGroup Sales Inc. with legitimate proof-of-purchase documentation of sufficient stock items to cover the coupons presented for payment. Failure to provide Armored AutoGroup Sales Inc. with legitimate proof-of-purchase will deem all coupons null and void and payment for such coupons will be withheld. Handwritten invoices or invoices from salvaged merchandise suppliers or diverters will not be honored as legitimate proof-of-purchase.

5. In the event a retailer payment is withheld, the retailer must appeal the decision of Armored Auto Group Sales Inc. within ninety (90) days of the date of notification. Appeals made more than six (6) months from the date of notification will not be considered.

Other Information

1. The cash redemption value of each coupon is 1/20 of one cent.
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 ARMORED AUTOGROUP SALES INC., VOID ALL COUPONS SUBMITTED FOR REIMBURSEMENT AND ALL COUPONS MAY BE RETAINED AS PROPERTY OF ARMORED AUTOGROUP SALES INC., WITHOUT PAYMENT. FAILURE TO ENFORCE ANY TERMS OR CONDITIONS HEREOF SHALL NOT BE DEEMED A WAIVER FOR THEM.
4. Mail properly redeemed coupons and invoices

ARMORED AUTOGROUP SALES INC
P. O Box 880107
El Paso, TX 88588-0107

If you have any questions regarding payment of coupons submitted, call

NCH Marketing Services
1-800-833-7096
8:00AM and 4:30PM Central Time Monday through Friday

Alternatively, Write to:

NCH Marketing Services
155 Pfingsten Rd.
Deerfield, IL 60015

If you have any questions regarding this policy, write to:

ARMORED AUTOGROUP SALES INC
Attn: Marketing Dept.
44 Old Ridgebury Rd, Suite 300
Danbury, CT 06810