

The following are the terms and conditions for reimbursing retailers for the redemption of Crystal Farms Refrigerated Distribution Company ("Crystal Farms") coupons.

**CRYSTAL FARMS
COUPON REDEMPTION POLICY
EFFECTIVE: March 1, 2017**

1. Coupons are redeemable only by retail consumers purchasing the brand, flavor(s), size(s) and quantities indicated on the respective coupon, prior to the expiration date.
2. Coupons are valid only in the USA, FPO's and APO's. Coupons are void if taxed, licensed or restricted by law. Cash value 1/100th of a cent. The consumer must pay any applicable sales tax.
3. Coupons may not be used in combination (two or more) to purchase the same package. Only four (4) like items may be purchased in one transaction. No cash back if coupon value exceeds retail price.
4. Coupons are void and will not be redeemed 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. Crystal Farms reserves the right to confiscate and forward to law enforcement agencies any coupons submitted.
5. Crystal Farms specifically disclaims all warranties, whether express or implied, regarding any UPC symbols used on the coupons.
6. It is the retailer's responsibility to ensure all personnel within their organization comply with this policy. Crystal Farms may revise this policy at any time in its sole discretion.
7. On request, retailers must provide Crystal Farms with detailed 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. Reimbursement will be made only by Crystal Farms or clearinghouses recognized by Crystal Farms as agents of retailers of Crystal Farms products for the redemption of coupons. Only coupons received by Crystal Farms within six months of coupon expiration date will be honored.
9. Properly identified and redeemed coupons must be submitted either (i) directly by you (retailer) or (ii) through Crystal Farms authorized clearinghouses recognized by Crystal Farms as agents of retailers of Crystal Farms products for the redemption of coupons. Submission by unauthorized, intermediary agents will not be accepted.
10. Disclosure of redemption data to a third party by retailer, clearinghouse, or other intermediary agency is strictly prohibited.
11. You will be reimbursed for the face value of coupons, (or if coupon calls for free merchandise, for your retail selling price up to any maximum printed on the face of the coupon), handling allowances (.08 per coupon), and reasonable postage charges as determined by Crystal Farms. Additional fees or charges are not reimbursable. For each free coupon offer, a dollar limit will be communicated to Crystal Farms' agent, which represents the maximum reimbursement value of the coupon based on a representative market value. This maximum limit will also be printed on the coupon adjacent to the retail price box. If you do not write a 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.

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

13. In-ad coupons are placed by retailers in an advertising vehicle (e.g. newspaper, insert, store circular or direct mail circular) in cooperation with Crystal Farms. While the retailer pays for advertising costs, Crystal Farms pays for the redemption costs associated with the in-ad coupons. In-ad coupons must include the following elements: Correct brand name/size; Void if sold, transferred or reproduced; Retailer name, Offer number, Retailer value, Coupon value, Expiration date, and bar code.

For in-ad coupons, Retailer agrees:

- Only one dominant vehicle may be used to distribute in-ad coupons. For in-store flyers to qualify, the vehicle used must be the account's principal method for promoting products to consumers. Any other promotion vehicle must be approved by Crystal Farms in writing on a case-by-case basis.

- In-ad coupons will be distributed, printed and circulated only as authorized by the terms and conditions of the program. Retailer agrees to indemnify and hold harmless Crystal Farms and its affiliates from all costs arising from failure to distribute, print and circulate in-ad coupons as provided herein. Other than as authorized herein, in-ad coupons will not be distributed in any manner, including, but not limited to, point of sale (shelf or display), checkout stands, clipped, printed, or padded presentation.

- In-ad coupon events shall only be used by retailers/wholesalers that commit to purchase product to support the in-ad event.

- Retailer shall not alter coupon copy without Crystal Farms' prior written approval.

- Retailer will safeguard Crystal Farms' in-ad coupon artwork while in its possession, custody or control in order to prevent theft, misredemption and unauthorized use, and will indemnify and hold harmless Crystal Farms and its affiliates from any loss or damage that may result from failure to do so.

- No directly competitive products will appear within retailer's ad when the ad features an in-ad coupon for Crystal Farms.

14. Crystal Farms may void any and all coupons submitted for redemption that are not consistent with these terms. Submission of such coupons may constitute violation of US mail fraud statutes and could result in criminal prosecution. Confiscation rights are reserved. A retailer's redemption rights may be permanently terminated effective upon notice to the retailer.

15. For any action to be maintainable against Crystal Farms for any claim in connection with coupon redemption or this policy, such action must (i) be brought within one year from the date when the cause of action occurred; and (ii) must be brought in the state or federal courts located in the State of Minnesota.

16. Send properly redeemed coupons to the Crystal Farms redemption center printed on the coupon.