



HIGH LINER FOODS

(USA) INCORPORATED



High Liner Foods (USA), Inc. Coupon Redemption Policy Statement

SUBMISSION OF VALID COUPONS FOR REDEMPTION TO HIGH LINER FOODS (USA), INC. INDICATES ACCEPTANCE AND AGREEMENT WITH THIS REDEMPTION POLICY (The Agreement). NOTWITHSTANDING ANY COURSE OF DEALINGS BETWEEN HIGH LINER FOODS (USA), INC. AND THE CUSTOMER, NO PURCHASE ORDER, INVOICE, RETAILER POLICY, OR SIMILAR DOCUMENT SHALL BE CONSTRUED TO MODIFY ANY OF THE TERMS OF THIS AGREEMENT.

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 by the retailer 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 expired, 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, gathered and distributed by any other person or group for charitable fund raising purposes, or 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.

Processing Coupons for Payment

- 7) High Liner Foods (USA), Inc. will accept only properly redeemed and identified coupons (a) directly from the retailer, or through an authorized (b) retailer clearinghouse, (c) retailer-billing agent, or (d) wholesaler-billing agent. Coupons will not be honored if presented through

13) Any lawsuit involving coupon processing or payment disputes shall be brought within 18 months of the original date of coupon payment or such claims shall be deemed extinguished. Any such lawsuit shall be filed and conducted in a state or federal court located in Massachusetts. Each party shall be responsible for its own attorneys' fees and costs.

14) If false or misleading verification information is provided on a questionnaire to High Liner Foods (USA), Inc. or certified clearinghouse, redemption privileges with High Liner Foods (USA), Inc may be suspended or permanently terminated.

15) Each shipment of coupons will be considered as a whole and High Liner Foods (USA), Inc. 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 HIGH LINER FOODS (USA), INC., VOID ALL COUPONS SUBMITTED FOR REIMBURSEMENT AND ALL COUPONS MAY BE RETAINED AS PROPERTY OF HIGH LINER FOODS (USA), INC., WITHOUT PAYMENT. FAILURE TO ENFORCE ANY TERMS OR CONDITIONS HEREOF SHALL NOT BE DEEMED A WAIVER OF THEM.

18) High Liner Foods Inc. may revise this Coupon Redemption Policy Statement at any time, at its sole discretion.

Effective Date: **January 11, 2010**