



TERMS OF PROPER COUPON REDEMPTION
Effective Date January 1, 2013

This explains the terms and conditions under which High Ridge Brands will reimburse customers for coupon submissions. Proper store redemption of High Ridge Brands coupons authorizes you to submit coupons for reimbursement by High Ridge Brands. Your redemption of coupons signifies compliance with High Ridge Brands requirements. After reviewing the following policy requirements, if you have any questions or need further clarification, please call our agent, NCH Marketing Services at 1-800-833-7096.

1. Coupons are redeemable only by a consumer purchasing the product(s) indicated, including, but not limited to the brand, quantity and size with the face value of the coupon deducted from the retail selling price. Multiple High Ridge Brands coupons (two or more, in any form including using a paper and digital coupon together) may not be applied against the purchase of the same item. Coupons are not redeemable by an individual who is purchasing products for resale which may be evidenced by larger than normal quantities of coupons presented in a single or multiple transactions.
2. Paper or digital 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. High Ridge Brands does not permit the unauthorized distribution, collection, sale, auction, trade or assignment of its coupons for any reason. Therefore, coupons are not to be used in swap boxes, taped to product, placed on hooks near High Ridge Brands 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 where prohibited, taxed or otherwise restricted by law.
5. The consumer must pay any sales tax charged in connection with the purchase of the product.
6. Coupons are only redeemable by authorized dealers located in U.S., including Military bases.
7. Properly redeemed and identified coupons will be accepted by High Ridge Brands directly from the retailer, through a retailer clearinghouse, retailer-billing agent, or through a wholesaler-billing agent. Coupons from unauthorized intermediary agents will not be accepted.
8. All applicable IRS reporting requirements, including obtaining an appropriate taxpayer identification number, must be complied with.
9. The terms and conditions of coupon offers clearly set forth the offer and the intent of the manufacturer and override any technical issues, conflicts, limitations or scanning problems in the bar code.
10. You will be reimbursed for:

- A. The face value of coupons or if the coupon calls for free merchandise for your retailer selling price (up to the stated cap amount)
 - B. \$0.14 per coupon "Customer Handling Fee" for each coupon properly redeemed and identified
 - i. The Customer Handling Fee reimburses the retailer and its agent for all associated costs, including all handling and transportation expenses of any kind. High Ridge Brands will not pay any additional fees or costs, including those related to postage, shipping or transportation fees. Due to system limitations and for ease of reconciliation, upon submission of an invoice for payment, the Customer Handling Fee shall be settled as follows: an \$0.08 per coupon handling fee, plus a \$0.06 per coupon supplemental handling fee (billed as shipping/postage)
 - ii. The Customer Handling Fee constitutes full and complete compensation to the retailer and its agent for the customary and reasonable expenses incurred in processing the coupon from point of sale to redemption at High Ridge Brands designated site. Any expenses, such as clearinghouse charges and handling fees, are costs negotiated between the retailer and its clearinghouse or agent, and are not the responsibility of High Ridge Brands and therefore the fees involved will not be passed to High Ridge Brands, nor will any other coupon-related fee of any kind.
11. Each shipment of paper coupons will be considered as a whole and High Ridge Brands reserves the right to refuse payment for an entire shipment if any portion of the shipment is found to be improperly redeemed. Coupons submitted for reimbursement become the property of High Ridge Brands.
12. High Ridge Brands reserves the right to withdraw and/or refuse payments for current coupon offers (paper or digital) due to fraud or errors including but not limited to counterfeiting, unauthorized distribution, significant data errors or system security breaches.
13. Coupons must not be accepted from the consumer after the stated expiration date. Invoices for coupons received by High Ridge Brands more than 5 months (150 days) after the expiration date on the face of the coupon will not be honored.
14. For paper coupons, High Ridge Brands will deny reimbursement for any coupons which exhibit signs of misredemption, including, but not limited to: gang cuts, similar cuts or tears, evidence of tape, mint condition, uniform mix, sequential number patterns or excessive or larger than normal quantities of coupons in single or multiple transactions that would indicate the coupons were used to purchase products for resale and not for individual consumer use. High Ridge Brands will notify and work with the retailer to identify and eliminate any problems. Retailer who do not respond to repeated notification and do not demonstrate willingness to eliminate problem areas will be suspended from receiving reimbursement for High Ridge Brands coupons.
15. For digital coupons, High Ridge Brands will deny reimbursement for coupons which exhibit signs of misredemption, including, but not limited to: accuracy or quality issues in data files, excessive or unusual patterns or redemption, use of multiple coupons (digital or paper) for a single purchase and excessive "make good" coupons or point of sale overrides. High Ridge Brands encourages retailers participating in digital coupon promotions to use industry standard formats for reading, writing and transmitting data to implement industry standards for digital coupon promotions to promote efficiency and strong controls.

16. Coupons not issued or authorized by High Ridge Brands will not be paid and will be returned to the submitter.
17. The retailer must present, upon request, point of sale and/or product movement reports showing sufficient purchase of stock to cover coupons submitted for payments. Product purchases must support the amount of coupons submitted including the brand, quantity and size requirements as defined by the offer.
18. No deductions can be made from High Ridge Brands product invoices for any amounts relating directly or indirectly to coupon redemption. If such unauthorized deductions are made, High Ridge Brands reserves the option to take action, including but not limited to, suspending shipments/credits to the retailer and/or a reduction in the retailers' promotional funding to offset any and all unauthorized coupon related deduction balances.
19. The cash redemption value of each coupon is 1/100 of one cent.
20. It is FRAUD to present coupons for redemption other than as provided by this policy.
21. Failure to observe these terms and conditions for proper redemption may, at the sole option of High Ridge Brands, void all coupons submitted for reimbursement and all coupons may be retained as property of High Ridge Brands, without payment. Failure to enforce any terms or conditions herein shall not be deemed a waiver of them.
22. To redeem coupons for High Ridge Brands, the retailer shall send properly redeemed coupon to:

High Ridge Brands Co.
P.O. Box 880027
El Paso, TX 88588-0027