



PFIZER CONSUMER HEALTHCARE
COUPON REDEMPTION POLICY STATEMENT

UPDATED: January 31, 2012

This letter explains the terms and conditions under which Pfizer Consumer Healthcare will reimburse customers for coupon submissions (both paper and digital). Proper store redemption of our coupons authorizes you to submit coupons for reimbursement by Pfizer Consumer Healthcare.

*Your redemption of coupons signifies compliance with
Pfizer Consumer Healthcare 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 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. PCH does not permit the unauthorized distribution, collection, sale, or assignment of its coupons for any reason. Therefore, coupons are not to be used in swap boxes, taped to product or placed on hooks near PCH 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.
6. There is a limit of one coupon per purchase of the product(s) and size(s) indicated.
7. No more than four (4) coupons (of any kind) for the same product in the same transaction can be redeemed.
8. Coupons only redeemable by authorized dealers located in U.S., including Military bases.

Processing Coupons for Payment

1. PCH will accept properly redeemed and identified coupons directly from the retailer, or through a retailer clearinghouse, or through a retailer-billing agent. 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.
3. To redeem coupons for Pfizer Consumer Healthcare, send properly redeemed coupons to:
Pfizer Consumer Healthcare
P. O. Box 880130
El Paso, TX 88588-0130

Policy for Payment and Denials

You will be reimbursed for the following:

- A) Face value of coupons or if the coupon calls for free merchandise, for your retail-selling price (up to the stated cap amount).

- 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¢	• Sundry Loss	.56¢
• Store to Headquarters Accounting	.4¢	• Cost of Funds	.96¢
• Store Occupancy	.4¢	• Coupon Processing	.88¢

This covers any special handling, invoice preparation, or other fees.

- C) Reasonable out-of-pocket costs incurred for the physical transportation of the coupons to us or to our authorized agent:
 - PCH will not pay for any administrative or consolidation fees except as described below. PCH will not pay any other up-charges/deduction fees that you or your agent (if you use one) may assess on or in lieu of such pass-through/out-of-pocket expenses.

 - The transportation costs will be reimbursed as follows:
 1. For retailers who sort the coupons they have redeemed and submit them directly without the use of any third party agent, you will be reimbursed for incurred reasonable postage (i.e. first class mail insured) or other shipping charges, as indicated on the package received.
 2. For those retailers that are using a clearinghouse or billing agent, PCH will reimburse you at a rate equal to \$6.00 per thousand of coupons redeemed (\$6.00/M).

- D) On request, retailers must provide PCH with legitimate proof-of-purchase documentation of sufficient stock items to cover the coupons presented for payment. Failure to provide PCH 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.

Other Information:

1. The cash redemption value of each coupon is 1/100 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 PFIZER CONSUMER HEALTHCARE, VOID ALL COUPONS SUBMITTED FOR REIMBURSEMENT AND ALL COUPONS MAY BE RETAINED AS PROPERTY OF PFIZER CONSUMER HEALTHCARE, WITHOUT PAYMENT. FAILURE TO ENFORCE ANY TERMS OR CONDITIONS HERE OF SHALL NOT BE DEEMED A WAIVER FOR THEM.

4. Any questions or comments about these coupon redemption requirements should be addressed to:
Pfizer Consumer Healthcare
Attn: CFO
5 Giralda Farms
Madison, NJ 07940

Sincerely,

Pfizer Consumer Healthcare