

**R.C. Bigelow, Inc.**  
**Terms of Proper Coupon Redemption**  
**Effective: 01-07-2013**

**YOUR REDEMPTION OF OUR COUPONS INDICATES YOUR ACCEPTANCE AND COMPLIANCE WITH THIS REDEMPTION POLICY (“THE AGREEMENT”). NOTWITHSTANDING ANY COURSE OF DEALINGS BETWEEN US, 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 brands and product(s) stated on the coupon limited to quantity and size, with the face value of the coupon deducted from your retail price. Only one coupon shall be honored for each item purchased. Multiple R.C. Bigelow, Inc. coupons (two or more) may not be applied against the purchase of the same item. Coupons are not authorized to be used when the consumer is purchasing products for resale.
2. Paper or digital coupons may not be reproduced, photocopied, mutilated, trimmed, auctioned, 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. R. C. Bigelow, Inc. 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 R. C. Bigelow, Inc. products, gathered and distributed by any 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 is required to pay any applicable sales tax.
6. Coupons must not be accepted from a consumer after the stated expiration date.
7. R.C. Bigelow, Inc. encourages retailers participating in digital coupon promotions to use industry standard formats for reading, writing and transmitting data and to implement industry standards for digital coupon promotions to promote efficiently and strong controls.
8. Coupons will be redeemed only at retail locations located in the United States, its territories, Canada and at U.S. Military bases.

**Processing Coupons for Payment**

9. R. C. Bigelow, Inc. will only accept properly redeemed and identified coupons: (a) directly from the retailer, or through authorized (b) retailer clearinghouse, (c) retailer-billing agent, or (d) wholesaler-billing agent.
10. All applicable IRS reporting requirements, including obtaining an appropriate taxpayer identification number must be complied with.
- 10A. To redeem domestic coupons for R. C. Bigelow, Inc., send properly redeemed coupons to:

RC Bigelow 910  
NCH Marketing Services, Inc.  
PO Box 880001  
El Paso, TX 88588-0001

10B. For questions regarding payment of coupons submitted contact:

NCH Marketing Services-1-800-833-9096

Or write to:

R.C. Bigelow, Inc. Attn: Consumer Services  
201 Black Rock Turnpike  
Fairfield, CT 06825

10C. To redeem Canadian coupons for R. C. Bigelow, Inc., send properly redeemed coupons to:

R. C. Bigelow, Inc. ©  
Box 3000  
Saint John, N.B. E2L 4L3  
Canada

### **Policy for Payment and Denials**

11. You will be reimbursed for the following three (3) items:

A. Face value of coupons or if the coupon calls for free merchandise, for your retail-selling price (up to the stated maximum value printed on the coupon); plus

B. \$.08 for handling each coupon properly redeemed; plus

C. Reasonable out-of-pocket costs incurred for the physical transportation of the coupons to us or to our authorized agent. **We will not pay for any administrative or consolidation fees and, except as described in (ii) below, we will not pay any other upcharges that you or your agent (if you use one) may access on or in lieu of such pass-through/out-of-pocket expenses.** The transportation costs will be reimbursed as follows:

i) 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.

ii) For those retailers that are using a clearing house or billing agent, we will reimburse you up to \$5.00 per Invoice and \$5.00 per thousand coupons redeemed (\$5.00/M).

iii) You will not be reimbursed for unreasonable postage or any additional fees.

12. R.C. Bigelow, Inc. 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. Each shipment of coupons will be considered as a whole and R. C. Bigelow, Inc. reserves the right to refuse payment for an entire shipment if any portion of the shipment is found to be improperly redeemed.

12A. For paper coupons, R. C. Bigelow, Inc. 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. R.C. Bigelow, Inc. will notify and work with the retailer to identify and eliminate any problems. Retailers who do not respond to repeated notification and do not demonstrate willingness to eliminate problem areas will be suspended from receiving reimbursement for R.C. Bigelow, Inc. coupons.

12B. For digital coupons, R.C. Bigelow, Inc. 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 and paper) for a single purchase and excessive “make good” coupons or point of sale overrides.

**13. Coupon reimbursements and coupon adjustments cannot be deducted from product invoices or purchase orders. Invoice deductions and deduction fees are not in compliance with R. C. Bigelow, Inc’s redemption policy.**

14. R. C. Bigelow, Inc. reserves the right to request evidence of proof of purchase to show that sufficient stock was purchased to justify the number of coupons submitted and reserves the right to audit the coupon sorting and billing service of any retailer or any agent involved in the handling process.

15. You and R. C. Bigelow, Inc. agree that all disputes between them, or arising from the relationship between them, and all disputes arising from or related to this Redemption Policy, including the scope of this arbitration agreement, shall be resolved by binding arbitration by the National Arbitration Forum, under the Code of Procedure then in effect. Any award of the arbitrator(s) may be entered as a judgment in any court having jurisdiction. In the event a court having jurisdiction finds any portion of this agreement unenforceable, that portion shall not be effective and the remainder of the agreement shall remain effective. Information may be obtained and claims may be filed at any office of the National Arbitration Forum, [www.arbitration-forum.com](http://www.arbitration-forum.com) or at P. O. Box 50191, Minneapolis, MN 55405. This Agreement shall be governed by and interpreted under the Federal Arbitration Act, 9 U.S.C. Sections 1-16 (“FAA”). The arbitrator shall follow existing substantive law to the extent consistent with the FAA and applicable statutes of limitations and shall honor any claims or privilege recognized by law. If any party requests so, the arbitrator shall write an opinion containing the reasons for the award. No claim submitted to arbitration is heard by a jury and no claim may be brought as a class action or as a private attorney general. Any arbitration hearing will take place within the Fairfield, CT federal judicial district.

16. If false or misleading verification information is provided on a questionnaire to R. C. Bigelow, Inc., or a certified clearinghouse, redemption privileges with R. C. Bigelow, Inc. may be permanently terminated.

17. Failure to observe these terms and conditions for proper redemption may, at the option of R. C. Bigelow, Inc., void all coupons submitted for reimbursement and all coupons may be retained as property of R. C. Bigelow, Inc. without payment. R. C. Bigelow, Inc. reserves the right to forward coupons, which R. C. Bigelow, Inc. judges to be misredeemed, to law enforcement agencies for their review and investigative purposes.

**Miscellaneous Terms**

18. The cash redemption value of each coupon is 1/20 of one cent.

19. It is FRAUD to present coupons for redemption other than as provided by this Agreement.

20. YOU AGREE THAT FAILURE TO OBSERVE THESE TERMS AND CONDITIONS FOR PROPER REDEMPTION MAY AT THE SOLE OPTION OF R. C. BIGELOW, INC. VOID ALL COUPONS SUBMITTED FOR REIMBURSEMENT AND ALL COUPONS MAY BE RETAINED AS PROPERTY OF R. C. BIGELOW, INC., WITHOUT PAYMENT. THE EXERCISE OR WAIVER, IN WHOLE OR IN PART OF ANY RIGHT, REMEDY OR DUTY PROVIDED IN THIS AGREEMENT WILL NOT CONSTITUTE THE WAIVER OF ANY PRIOR, CONCURRENT OR SUBSEQUENT RIGHT, REMEDY OR DUTY UNDER THIS AGREEMENT.

21. R. C. Bigelow, Inc may revise this Coupon Redemption Policy Statement in its sole discretion and without prior notice.