



Tata Global Beverages US Coupon Redemption Policy

This letter explains the terms and conditions under which Tata Global Beverages US (Eight O’Clock®, Tetley® and Good Earth® brands) will reimburse customers for redeeming Eight O’Clock, Tetley and Good Earth coupons. Proper redemption of such coupons by the consumer authorizes you to submit such coupons for reimbursement by Tata Global Beverages US. The notification in each coupon states that you will receive reimbursement if coupons are submitted in compliance with the Tata Global Beverages US Redemption Policy which means compliance with the terms stated in the coupon and with the following terms and conditions:

Redemption

- 1) Coupons are redeemable only by a consumer purchasing the product(s) indicated, including, but not limited to the quantity and size indicated prior to the product expiration date.
- 2) Coupons may not be reproduced, copied, or altered in any way.
- 3) Coupons may not be assigned, transferred or sold.
- 4) Coupons are void if prohibited, taxed or restricted.
- 5) Coupon reimbursements are not to be deducted from invoices.
- 6) The consumer must pay any applicable sales tax.
- 7) There is a limit of one coupon per purchase (or customer) of the product and size(s) indicated.

Coupon Processing

- 1) Tata Global Beverages US will accept properly redeemed and identified coupons directly from the retailer, through a retailer clearinghouse, or through a retailer-billing agent approved by Tata Global Beverages US. Submission by 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 Eight O’Clock products, send properly redeemed coupons to:

Eight O’Clock Coffee Company
355
P.O. Box 880001
El Paso, TX 88588-0001

- 4) To redeem coupons for Tetley products, send properly redeemed coupons to:

Tetley USA Inc.
355
P.O. Box 880001
El Paso, TX 88588-0001

- 5) To redeem coupons for Good Earth products, send properly redeemed coupons to:

Good Earth Teas, Inc.
355
P.O. Box 880001
El Paso, TX 88588-0001

- 6) If you have any questions regarding payment of coupons submitted contact:

Or write to: NCH Marketing Services-1-800-833-7096
Tata Global Beverages US
155 Chestnut Ridge Road
Montvale, New Jersey 07645
ATT: Financial Services





Payment and Denial Policy

1) 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) \$.08 for handling of each coupon properly redeemed. An industry study identified that the \$.08 covers the following costs:

- Front-end handling by the retailer
- Store to headquarters accounting
- Store Occupancy
- Sundry Loss
- Cost of Funds
- Coupon Processing (This covers special handling/service fees)

C) Reasonable Postage

Retailers who sort and submit directly will be reimbursed for reasonable postage indicated on the package received.

Retailers using a retailer clearinghouse or billing agent will be reimbursed at a reasonable postage rate that covers the cost for transportation of the coupons.

2) You will NOT be reimbursed for unreasonable postage or any additional fees.

A) Tata Global Beverages US has the right to request evidence of proof-of-purchase to show that sufficient stock was purchased to cover coupons submitted.

Additional Information

- 1) The cash redemption value of each coupon is 1/20 of one cent.
- 2) It is FRAUD to present coupons for redemption other than as provided by this Redemption Policy.





FAILURE TO OBSERVE THESE TERMS AND CONDITIONS FOR PROPER REDEMPTION MAY, AT THE SOLE OPTION OF TATA GLOBAL BEVERAGES US, VOID ALL COUPONS SUBMITTED FOR REIMBURSEMENT AND ALL COUPONS MAY BE RETAINED AS PROPERTY OF TATA GLOBAL BEVERAGES US WITHOUT PAYMENT. FAILURE TO ENFORCE ANY TERMS OR CONDITIONS HEREOF SHALL NOT BE DEEMED A WAIVER OF ANY RIGHT OR REMEDY AVAILABLE TO TATA GLOBAL BEVERAGES US PER THE TERMS OF THIS REDEMPTION POLICY OR AT LAW.

Revised 11/14/17

