



**VITA  
FOODS  
COUPON  
REDEMPTION  
POLICY  
Effective April 2006**

These are the terms and conditions for retailer coupon redemption reimbursement for Vita Food Products. Inc..

**RETAILER:**

By submitting Vita Food Products coupons for redemption, the retailer and its redemption agent (collectively You) are agreeing to comply with the Vita Foods Coupon Redemption Policy (herein Policy) as set forth below:

**Procedure**

1. Coupons are redeemable only by retail consumers purchasing the brand(s), flavor(s), size(s) and quantities indicated, prior to the expiration date, with the face value of the coupon deducted from your retail selling price.
2. Coupons are valid only in the USA, FPO's and APO's, with a Cash Value of 1/20th of a cent.
3. There is a limit of one coupon for each purchase of the product(s) and size(s) indicated.
4. Vita will not honor coupons submitted for reimbursement that have been, or appear to have been, reproduced, altered, assigned or misused in any way. Such coupons are void and will not be redeemed by Vita, its coupon redemption agent (herein agent), or any Vita Foods-approved redemption center. This includes, without limitation, coupons that have been, or appear to have been, (i) scanned, electronically reproduced, and/ or sold on the Internet, (ii) transferred from their original recipient to any other person, firm or group prior to store redemption through a coupon club or other Coupon exchange program or (iii) mass or gang-cut, taped to the product, or similarly torn or cut. Vita reserves the right to confiscate and forward any coupons it reasonably believes have been wrong-fully submitted for redemption to law enforcement agencies for review.

5. Coupons are void if taxed, licensed or restricted by law.
6. The consumer is responsible for paying any applicable sales tax.
7. You, your agent, or your clearinghouse will submit properly redeemed coupons for redemption. Submission by any other person or entity will not be accepted. You understand that Vita Foods redemption data is confidential and proprietary to Vita Foods and you will not disclose any such data to a third party.
8. Vita Foods reserves the right to audit the coupon sorting and billing service of any retailer or agent involved in the coupon redemption process.
9. Each shipment of coupons will be considered as a whole. Vita Foods may refuse to reimburse you for an entire shipment if any portion of the shipment is deemed, either by Vita or Vita Food's agent, to have been improperly submitted for redemption.
10. A minimum shipment of coupons must contain at least 12 coupons.
11. Coupons are a form of cash and must be treated as such.
12. All Vita Foods coupons must be submitted for redemption to the Vita Foods redemption center at the following address, or to the redemption address printed directly on the coupon:  
  
Vita Food Products, Inc.  
PO Box 880822  
El Paso, TX 88588-0822
13. In the case of wholesalers and clearinghouses that submit on behalf of independent retailers, the identity of the independent retailers must accompany the actual coupons.
14. Coupons submitted to Vita Foods or its agent becomes the property of Vita Foods.
15. You will comply with all applicable IRS reporting requirements, including providing an appropriate taxpayer identification number to Vita Food's agent.
16. You will ensure all your employees, agents and contractors comply with this Policy.

### **Reimbursement**

1. You will not deduct coupon reimbursement from product invoices under any circumstances. Invoice deductions and associated deduction fees are not in compliance with this Policy and will not be honored.

2. You will only seek reimbursement from Vita Foods or its agent for Vita Foods coupons.

3. Vita Foods will reimburse You for 3 things:

- 1) face value of the coupon, (or if coupon calls for free merchandise, for your retail selling price up to any maximum value printed on the face of the coupon)
- 2) handling allowance of \$0.08 per coupon
- 3) reasonable out-of-pocket costs incurred for the physical transportation of the coupons to us or to an authorized agent. The transportation costs will be reimbursed as follows:
  - a. 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 or other shipping charges, as indicated on the package received.
  - b. For those retailers that are using a clearing house or billing agent, we will reimburse you at a rate of \$5.00/thousand coupons redeemed.

4. For each free coupon offer, Vita Foods will establish a minimum and maximum reimbursement amount. These amounts will be communicated to Vita Food's agent. The maximum amount will also be printed on the coupon adjacent to the retail price box. You must hand-write the selling price of the product in the retail price box. If the hand-written amount exceeds the printed maximum reimbursement amount, only the printed amount will be reimbursed. If you do not write a price in the retail price box, you will be reimbursed for the minimum amount only.

5. Coupon reimbursements may not be deducted from invoices or purchase orders.

6. Coupon reimbursements will be made within 30 days of billing.

For questions concerning this  
Policy or claims for payment,  
Please call the  
NCH Marketing Services  
Response Line at  
1-800-833-7096