



**Friendship Dairies**  
Coupon Redemption Policy Statement  
June 25, 2008

Dear Retailer:

This Coupon Redemption Policy and the legal copy on **Friendship Dairies** coupons state the only terms and conditions under which **Friendship Dairies** will reimburse its customers for coupon submissions ("Policy"). Your acceptance and redemption of coupons for **Friendship Dairies** products constitutes your acceptance of and binding agreement with all the terms and conditions in this Policy. It is the retailer's responsibility to ensure its employees are aware of and in compliance with this Policy.

1. Coupons are redeemable only in the United States of America.
2. Coupons are redeemable only when consumers purchase the brands/sizes/quantities indicated, prior to the expiration date, and retailers subtract the face value from the retail price of a **Friendship Dairies** product.
3. Retailers must submit coupons for reimbursement within 180 days after the expiration date of the coupon.
4. Consumer must pay any and all applicable taxes. Coupon cash value 1/100¢.
5. Only one coupon may be accepted by the retailer per **Friendship Dairies** product purchase requirements as stated on the coupon.
6. Coupons are void where prohibited, taxed or restricted by law; or when reproduced, altered, or transferred from or sold by their original recipient to any other person, firm or group.
7. For each properly redeemed coupon, retailers will be reimbursed for the face value, or the retail selling price up to the maximum indicated on **Friendship Dairies** coupons for free merchandise, plus the handling fee as stated on each **Friendship Dairies** coupon and reasonable postage (further defined below). No additional fees will be accepted or paid.
8. Postage will be reimbursed at current actual uninsured rates. First Class U.S. postal rates will apply for shipments less than or equal to 13 ounces.

9. **Friendship Dairies** (or its agent's) actual count of coupons received will be final and shall govern the payment of coupons under this Policy.
10. **Friendship Dairies** reserves the right to deny reimbursement, retain and declare void any coupons presented for redemption when the following conditions occur: coupons are in mint/mass cut condition, or uniform mix coupons are submitted for reimbursement; retailer has insufficient stock to cover the number and types of coupons submitted; inability to verify retailer's address or business operations; or redemptions that are not in accordance with this Policy. Further, **Friendship Dairies** reserves the right to forward any such coupons to enforcement authorities for review.
11. On request, retailers must provide **Friendship Dairies** with proof of purchase of **Friendship Dairies** products sufficient to cover coupons presented for payment.
12. Coupon payments may not be deducted from payments of **Friendship Dairies** product invoices.
13. Properly redeemed coupons must be submitted directly by the retailer or through an authorized clearinghouse only. Submission by unauthorized intermediary agents will not be accepted.
14. In the event a retailer payment is withheld, the retailer must appeal this decision of **Friendship Dairies** within six (6) months of the date of the notification of non-payment. Appeals made after six (6) months will not be honored by **Friendship Dairies**.
15. Any inconsistent use of this Policy constitutes fraud and, in addition to other legal remedies at the option of **Friendship Dairies**, may void all coupons submitted for reimbursement and coupons may be retained by **Friendship Dairies** without payment.
16. Failure to enforce any terms or conditions of this Policy shall not constitute waiver of such provision or any other provision by **Friendship Dairies**. **Friendship Dairies** reserves the right, in its sole discretion, and without prior notice to any party, to modify, revise or eliminate any of the provisions of this Policy. It is the retailer's responsibility to obtain updated copies of this Policy.
17. Send properly redeemed **Friendship Dairies** coupons to:

**Friendship Dairies**  
CMS Department #71481  
1 Fawcett Drive  
Del Rio, TX 78840

Sincerely,

**Friendship Dairies**