

Reckitt Benckiser Inc.  
Coupon Redemption Policy  
Updated 10/30/07

Dear Retailer:

This Coupon Redemption Policy and the legal copy on Reckitt Benckiser Inc. coupons state the only terms and conditions under which Reckitt Benckiser Inc. will reimburse its customers for coupon submissions ("Policy"). Your acceptance and redemption of coupons for Reckitt Benckiser Inc. products constitutes your acceptance of and binding agreement with all the terms and conditions in this Policy.

Proper store redemption of our coupon authorizes you to 1.) act as our agent solely for the purposes of coupon redemption and to 2.) submits such redeemed coupons for reimbursement by Reckitt Benckiser Inc. It is the retailer's responsibility to ensure its employees are aware of and in compliance with this Policy. The requirements for proper coupon redemption are as follows:

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 your retail-selling price.
3. Retailers must submit coupons for reimbursement within 30 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 Reckitt Benckiser Inc. product purchased.
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 prior to store redemption. (Combines #2 & #3 from your current policy)
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 Reckitt Benckiser Inc. coupons for free merchandise, plus the \$.08 handling fee as stated on each Reckitt Benckiser Inc. coupon and reasonable postage (further defined below). No additional fees will be accepted or paid.
8. Postage will be reimbursed at \$4.20 per 1000 coupons processed.
9. Reckitt Benckiser Inc. (or its agent's) actual count of coupons received will be final and shall govern the payment of coupons under this Policy.
10. Reckitt Benckiser Inc. 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, Reckitt Benckiser Inc. reserves the right to forward any such coupons to enforcement authorities for review.

11. Upon request, retailers must provide Reckitt Benckiser Inc. with proof of purchase of Reckitt Benckiser Inc. products sufficient to cover coupons presented for payment.
12. Coupon payments may not be deducted from payments of Reckitt Benckiser Inc. 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 Reckitt Benckiser Inc. within one (1) year of the date of the notification of non-payment. Appeals made after one (1) year will not be honored by Reckitt Benckiser Inc.**
15. Any inconsistent use of this Policy constitutes fraud and, in addition to other legal remedies at the option of Reckitt Benckiser Inc., may void all coupons submitted for reimbursement and coupons may be retained by Reckitt Benckiser Inc. without payment.
16. Reckitt Benckiser Inc. 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. Failure to observe these policies for proper redemption may, at our option void all coupons submitted for reimbursement. Coupons may be held without payment because of one or more of, but not limited to, the following reasons:
  - Coupons which, by their condition appear not to have been properly redeemed including:
    1. Pattern or mass cut or mass torn
    2. Mint condition coupons
    3. Facsimile coupons
    4. Counterfeit coupons
  - Excessive numbers of coupons related to purchases
  - Inability to verify the addresses of submitted retailers
18. Send properly redeemed Reckitt Benckiser Inc. coupons to:

Reckitt Benckiser Inc.  
CMS Dept. #26600

One Fawcett Drive  
Del Rio, Texas 78840

We have authorized Carolina Manufacturer Services, Inc. (CMS) to deal directly with our retail customers. Direct inquiries for these policies and coupon submissions to the following:

CMS Trade Relations Response Line 1-800-285-7602

Sincerely,

**Reckitt Benckiser Inc.**

*Final Coupon Redemption Policy should be reviewed and approved by your legal counsel before use.*