

SNYDER’S-LANCE, INC.

COUPON REDEMPTION POLICY

This Coupon Redemption Policy (the “Policy”) applies to Snyder’s-Lance, Inc. and its subsidiaries and affiliates (collectively, “Snyder’s-Lance”). Redemption of coupons indicates an acceptance of and binding agreement to comply with all the terms and conditions of this Policy.

In-Store Redemption

1. Coupons are redeemable only in the United States of America, APOs and FPOs.
2. Coupons are redeemable only by a consumer who purchases the brand(s), variety(ies), size(s) and quantity(ies) stated on each coupon prior to the coupon’s expiration date, with the face value of the coupon deducted from the retail selling price.
3. Multiple coupons may not be used for the purchase of a single item. Only one (1) coupon may be redeemed for each item purchased.
4. Coupons are limited to four (4) like coupons per household per day.
5. Coupons are non-assignable and void if altered, reproduced, photocopied, sold, purchased, exchanged, transferred, auctioned, reproduced or where prohibited or restricted by law.
6. Coupons are redeemable by retailer only once.
7. Consumer must pay any and all applicable taxes. Coupon cash value is 1/100 cent.

Submissions of Coupons for Payment

1. 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.
2. All submissions must provide the store identity and address. Snyder’s-Lance reserves the right to work directly with retailers on all matters pertaining to coupon submissions. In addition, Snyder’s-Lance reserves the right to audit the coupon processing practices of retailer or its clearinghouses. Disclosure of redemption data to a third party by retailer or retailer’s clearinghouse is strictly prohibited.

3. Properly redeemed coupons must be sent to: Snyder's-Lance, Inc., CMS Dept. 76410, 1 Fawcett Drive, Del Rio, TX 78840.
4. For each properly redeemed coupon, retailers will be reimbursed for the face value, or the retail selling price up to the maximum stated on each coupon for free merchandise, plus an \$.08 handling fee. Snyder's-Lance will not reimburse retailers for any amount in excess of the retail selling price, regardless of whether the coupon has a higher "up to" stated value. No additional fees will be accepted or paid.
5. Retailer is not permitted to set-off or deduct any amounts, including but not limited to, coupon claimed amounts, reimbursements or coupon adjustments, from any payments otherwise due to Snyder's-Lance without Snyder's-Lance prior written approval.
6. Invoices for coupons received by Snyder's-Lance more than ninety (90) days after the expiration date stated on the coupon will not be honored.
7. Snyder's-Lance will deny reimbursement for any coupons which are in mint/mass cut condition; show evidence of tape or tears; appear to be a facsimile; appear to be counterfeit; have sequential number patterns; are excessive or larger than normal quantities used in single or multiple transactions that would indicate the coupons were used to purchase products for resale and not for individual consumer use; if retailer has insufficient stock to cover the number and types of coupons submitted; the inability to verify retailer's address or business operations; or redemptions that are not in accordance with this Policy. Snyder's-Lance reserves the right to forward any such coupons to law enforcement authorities for investigation.
8. In the event a retailer payment is withheld, the retailer must appeal Snyder's-Lance's decision within one-hundred eighty (180) days of the date of the notification of non-payment. Appeals made after one-hundred eighty (180) days will not be honored.
9. Any different, conflicting or additional terms in any invoice, purchase order or other document provided by the retailer, clearinghouse or agent are hereby expressly rejected.

General Terms

1. Any use inconsistent with this Policy shall be deemed a material breach of this Policy and may constitute fraud. Snyder's-Lance reserves the right to pursue all legal remedies available to it. In addition, Snyder's Lance may, at its option, void all coupons submitted for reimbursement, and such coupons may be retained by Snyder's-Lance without payment.

2. The exercise or waiver, in whole or in part, of any right, remedy or breach under this Policy shall not constitute the exercise or waiver of any other right, remedy or breach under this Policy.

3. This Policy shall be governed by and construed in accordance with the laws of the State of North Carolina, without regard to its conflict of laws principles.

4. This Policy may be amended from time to time by Snyder's-Lance in its sole and absolute discretion and without prior notice to any party. It is the retailer's responsibility to obtain updated copies of this Policy.

Version 1.0

Effective August 1, 2013