



## ANHEUSER-BUSCH, INC. COUPON REDEMPTION POLICY

Dear Retailer:

The following explains the terms and conditions under which Anheuser-Busch, Inc. (A-B) will reimburse retailers for coupon submissions. Proper redemption of our coupons authorizes you to submit coupons for reimbursement to be paid by A-B (via our coupon clearinghouse, CMS). Your redemption of coupons signifies compliance with A-B requirements. (These terms and conditions do not pertain to A-B mail-in-refunds).

Notification on each coupon stating that you will receive reimbursement "*if submitted in compliance with our Coupon Redemption Policy*" means compliance with the terms and conditions stated on the coupon, as well as those stated below:

1. Coupons are redeemable by a consumer only through purchase of the product(s) indicated, including, but not limited to, the brand, quantity and size. The face value of the coupon must be deducted from your retail price.
2. Only one coupon may be used per purchase unless otherwise indicated on the coupon.
3. Coupons must be redeemed by a consumer on or before the expiration date stated on the coupon.
4. Coupons may not be reproduced or altered in any way.
5. The consumer is responsible for and must pay any applicable sales tax.
6. Coupons are void if assigned, transferred, or sold from their original recipient to any other person, firm or group. A-B does not permit the unauthorized distribution, collection, sale, or assignment of its coupons for any reason. Therefore, coupons are not to be used in swap boxes, taped to product, placed on hooks near A-B products or gathered and distributed by any person or group for charitable fund-raising purposes, or otherwise used in any way except as described in Requirement #1 above and specified on the coupon itself, unless otherwise advised in writing for a specific promotion.
7. Invoices showing purchases of sufficient stock to cover all coupons must be shown to A-B or its authorized agent upon request.
8. Anheuser-Busch reserves the right to deny reimbursement, retain, and declare void any coupons presented for redemption where the following conditions occur: insufficient stock to cover coupons; inability to verify the retailer's address or business operations; mint/mass cut coupons; photocopied coupons; or any submission that is otherwise incorrectly redeemed.
9. Coupons are void if prohibited, taxed, or restricted by law (including the alcohol beverage laws and regulations of each state which may prohibit coupon promotions).
10. **COUPON REIMBURSEMENTS MUST NOT BE DEDUCTED FROM INVOICES DUE TO WHOLESALERS, ANHEUSER-BUSCH, OR ANY OTHER ANHEUSER-BUSCH SUBSIDIARY. ANY DEDUCTIONS FROM AN ANHEUSER-BUSCH INVOICE FOR REIMBURSEMENT OF COUPON SUBMISSIONS ARE EXPRESSLY PROHIBITED BY THIS POLICY.** In most states, it is illegal for a brewer to pay/credit a retailer for unauthorized coupons (i.e., disallowed coupons fraudulent coupons, or charges over and above what is customary) on alcohol products.

11. Coupons are redeemable only by authorized dealers located in the United States including Military Bases. Authorized dealers are retailers of malt beverages and authorized agents for retailers.
12. Each retailer must comply with all applicable IRS reporting requirements, including obtaining an appropriate taxpayer identification number.
13. Properly redeemed and identified coupons must be submitted directly by the redeeming retailer or its authorized agent. A-B reserves the right to authorize payment to be made directly to its retailers or its authorized agent. Submission by unauthorized intermediary agents will not be accepted.
14. Retailer will be reimbursed for the face value of coupons (up to the maximum value on "free" coupons), plus eight cents (\$0.08) for handling each coupon unless otherwise advised by Anheuser-Busch. Retailers will also be reimbursed for uninsured U.S. postage required to ship the coupons from the point of redemption or from their authorized agent to the address indicated on the coupons. No additional surcharges will be reimbursed.
15. The cash value of each coupon is 1/100 of one cent.
16. Retailer must submit coupons for reimbursements within ninety (90) days after the expiration date on the coupon.
17. In the event that payment or a portion thereof is withheld, the retailer must appeal the decision of Anheuser-Busch within six (6) months of the date of the notification.
18. It is a **FRAUD** to present coupons for redemption other than as provided by this Redemption Policy.
19. FAILURE TO OBSERVE THESE TERMS AND CONDITIONS FOR PROPER REDEMPTION MAY, AT THE SOLE OPTION OF ANHEUSER-BUSCH, INCORPORATED, VOID ALL COUPONS SUBMITTED FOR REIMBURSEMENT. ALL COUPONS MAY BE RETAINED AS PROPERTY OF ANHEUSER-BUSCH, INCORPORATED WITHOUT PAYMENT. ANHEUSER-BUSCH ALSO RESERVES THE RIGHT TO FORWARD ANY SUCH COUPONS TO THE PROPER ENFORCEMENT AUTHORITIES.
20. Mail properly redeemed coupons to:

<p style="text-align: center;"><b>CMS Department #18200 One Fawcett Drive Del RIO, TX 78840</b></p>
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These terms and conditions may, at Anheuser-Busch's direction, be amended without prior written notice. Any questions or comments about these coupon redemption requirements can be addressed by calling CMS, Inc. at 1-(800)-285-7602 or by writing to:

Anheuser-Busch, Inc.  
Revenue Management Department  
One Busch Place (OSC-2)  
St. Louis, MO 63118  
RE: COUPONS