



January 3, 1995

GFA BRANDS INC. COUPON REDEMPTION POLICY

GFA Brands Inc. from time to time distributes manufacturers cents-off and other coupons to the general public. In order to allow for changes in certain language on the coupon itself, we are communicating to you the policy under which we will redeem GFA Brands Inc. coupons. Each submission of coupons for redemption signifies your compliance with the GFA Brands Inc. Redemption Policy as set forth below:

- 1) Coupons are redeemable only if they have been presented to the retailer by a consumer purchasing the brand, size and variety indicated on the coupon prior to the coupon expiration date and the retailer has deducted the face value of the coupon from the retail price.
- 2) GFA Brands Inc. will not honor coupons which are reproduced, are altered, are in Mint or mass cut condition or otherwise judged by GFA Brands Inc. to be improperly redeemed.
- 3) GFA Brands Inc. will not honor coupons submitted more than 120 days after the indicated expiration date.
- 4) The customer must pay sales tax.
- 5) Only one coupon may be used per purchase.
- 6) Coupons will not be honored if presented through outside agencies, brokers or others who are not retail distributors of GFA Brands Inc. products or otherwise authorized by GFA Brands Inc. to present coupons for redemption.
- 7) GFA Brands Inc. reserves the right to require retailer to submit evidence of the purchase of sufficient stocks to cover the coupons presented for redemption.
- 8) Values for coupon redemption expenses may not be deducted from invoice remittances.
- 9) GFA Brands Inc. will reimburse retailers or their authorized agents the face value of each coupon, or if the coupon calls for free product, the retailers regular selling price, plus the handling fee as stated on the face of each coupon.
- 10) The failure by a retailer to observe any of the terms or conditions of this policy shall constitute fraud, and at GFA Brands Inc.'s option, void all coupons submitted for reimbursement. Such coupons may be retained by GFA Brands Inc. or its agent without payment.
- 11) Coupons should be submitted to: GFA Brands Inc.
CMS Dept. #33776
One Fawcett Drive
Del Rio, TX 78840