

NO COW  
COUPON REDEMPTION POLICY

No Cow will reimburse retailers for coupon submissions according to the terms and conditions explained below. A retailer's acceptance and redemption of the manufacturer's coupons constitutes a binding agreement to honor the following requirements:

1. Coupons are redeemable in the United States of America.
2. Coupons are redeemable only by an individual consumer in a retail transaction in which the face value of the coupons, or up to the maximum value 'free' coupons, was deducted from the price of the brand, variety, size and quantity of the product indicated on the coupons.
3. Coupons must be redeemed by the consumer on or before their expiration date.
4. Coupon cash value 1/100 of 1¢. Consumer must pay any and all applicable taxes.
5. Multiple coupons may not be used for the purchase of a single item.
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 person firm or group.
7. No Cow will reimburse retailers for the face value of each coupon, or up to the maximum value of its 'free' coupons, plus the handling allowance as stated on the face of each coupon and reasonable postage fee for all properly redeemable coupons presented to the No Cow (no later than 6 months after their expiration date). No other handling fees will be allowed.
8. Postage will be reimbursed per No Cow postage policy.
9. The manufacturer's actual count of coupons received will be final and shall govern their payment.
10. No Cow reserves the right to deny reimbursement, retain, and declare void any coupons presented for redemption when the following conditions occur: mint/mass cut or uniform mix coupons are submitted for reimbursement; insufficient stock to cover the number and type of coupons submitted; inability to verify retailer's address or business operations; or any redemption procedure which is not in accordance with the terms of this Policy. Further, No Cow reserves the right to forward submitted coupons to law enforcement agencies.
11. Coupon reimbursements may not be deducted from payments of No Cow invoices, unless specific agreements on resolving variances are developed and approved by No Cow. Any deductions from No Cow invoices for reimbursement of coupon submissions are expressly prohibited by this Policy.
12. Coupons must be presented by retailers or a clearinghouse approved by No Cow or its agent. No Cow reserves the right, to deal directly with retailers on all matters pertaining to any coupon submission and to audit the coupon sorting and billing service of any agent involved in the coupon process.
13. Upon request, retailer must provide proof of purchase of sufficient stock to cover coupons presented for payment.
14. In the event a retailer payment is withheld, the retailer must appeal this decision to No Cow within 6 months of the date of the notification by No Cow or its agent. Appeals made after the specified time frame will not be honored.
15. Failure to observe these terms and conditions for proper redemption may, at the option of No Cow, void all coupons submitted for reimbursement and all unpaid coupons may be retained as property of No Cow.
16. Failure to enforce any terms or condition of this Policy shall not deem a waiver of them by No Cow. Additionally, No Cow 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.
17. To redeem No Cow coupons, send them to the appropriate address listed below: No Cow CMS Department (#52346), One Fawcett Drive Del Rio, TX 78840.