



Since 1952

ATEECO, Inc./Mrs. T's Pierogies®

COUPON REDEMPTION POLICY

Effective Date: August 1, 2013

A retailer's acceptance and redemption of Ateeco, Inc./Mrs. T's Pierogies® coupons constitute a binding agreement to honor the following requirements

Redemption at Store

1. Coupons are redeemable only by a consumer purchasing the product(s) stated in the coupon, but not limited to the brand, quantity, flavor and size with the face value of the coupon deducted from your retail price. Coupons are NOT authorized to be used when the consumer is purchasing products for resale. Only one coupon will be honored for each item purchased (two or more, in ANY form including using a paper and digital coupon together may not be applied against the purchase of the same item. i.e. No "Stacking")
2. Coupons must be redeemed on or before their expiration date. The customer must have paid any applicable sales tax.
3. Coupons must be redeemed in the United States of America, its territories and U.S. military installations. Coupons are void if taxed, restricted or prohibited by law.
4. Paper or digital coupons may not be reproduced, photocopied, mutilated, trimmed or altered in any way by the retailer or consumer.
5. Coupons are non-assignable and are void if transferred from their original recipient to any other person, firm or group. Ateeco, Inc./Mrs. T's Pierogies® does not permit the unauthorized distribution, collection, sale or assignment of its coupons for any reason. Any distribution or sale of coupons for charitable fundraising purposes must be pre-approved in writing by an authorized representative of Ateeco, Inc./Mrs. T's Pierogies®.

Processing Coupons

1. Properly redeemed and identified coupons will be accepted by Ateeco, Inc./Mrs. T's Pierogies® from the retailer through an authorized retailer clearinghouse, retailer billing-

agent, or a wholesaler-billing agent. Coupons from unauthorized intermediary agents will not be accepted.

2. All applicable IRS reporting requirements, including obtaining an appropriate taxpayer identification number must be complied with by the retailer and its agent. Retailers who are out of business or do not sell products of Ateeco, Inc./Mrs. T's Pierogies® will not be reimbursed for any coupons submitted.
3. To redeem coupons for Ateeco, Inc./Mrs. T's Pierogies® send properly redeemed coupons to the redemption address identified on the coupon.
(Ateeco, Inc. P.O. Box 880276 El Paso, TX 88588-0276)

Payment and Denials

1. Ateeco, Inc./Mrs. T's Pierogies® will reimburse retailers for the following items only:
 - a. Face value of its "cents-off" coupons, or for "free" merchandise your retail selling price up to the stated maximum amount printed on the coupon plus
 - b. Up to \$0.16 per paper coupon "Customer Handling Fee" for each coupon properly redeemed and identified

The "Customer Handling Fee" reimburses the retailer and its agent for all associated costs, including all handling and transportation expense of any kind. Ateeco, Inc./Mrs. T's Pierogies® will not pay any additional fees or costs, including those related to postage, shipping or transportation fees. The customer handling fee is inclusive of front-end handling by the retailer; store to headquarters accounting; store occupancy; sundry loss; cost of funds and coupon processing which covers any special handling, invoice preparation, or other fees and reasonable out-of-pocket costs incurred for the physical transportation of the coupons to Ateeco Inc./Mrs. T's Pierogies® or its authorized agent.

Ateeco, Inc./Mrs. T's Pierogies® will NOT pay for any administrative consolidation fees or other upcharges that you may be assessed or negotiated by retailer or its agent on or in lieu of such pass-through/out-of-pocket expenses.

2. Ateeco, Inc./Mrs. T's Pierogies® encourages retailers participating in digital coupon promotions to use industry standard formats for reading, writing and transmitting data and implement industry standards for digital coupon promotions to promote efficiency and strong controls. (Reference: See *JICC Voluntary Guidelines for Digital Coupons*)
3. In its sole discretion, Ateeco, Inc./Mrs. T's Pierogies® may establish different handling fees for different types of coupons without advance notice to retailer.
4. Coupon claimed amounts, reimbursements and coupon adjustments cannot be deducted from payment of product invoices or purchase orders. Invoice deductions, penalty fees and deduction and administrative fees are not in compliance with Ateeco,

Inc./Mrs. T's Pierogies® redemption policy and must be repaid. In the event of any attempt to take (or the taking of) such deductions, Ateeco, Inc./Mrs. T's Pierogies® reserves the right, in its sole discretion, to void all coupons submitted for reimbursement, suspend customer service or take action to suspend product shipments.

5. Coupons must not be accepted from the consumer after the stated expiration date. Invoices for paper and digital coupons received by Ateeco, Inc./Mrs. T's Pierogies® more than six months (180 days) after the expiration date on the face of the coupon will not be honored.
6. For digital coupons Ateeco, Inc./Mrs. T's Pierogies® will deny reimbursement for coupons which exhibit signs of misredemption, including but not limited to: accuracy or quality issues in data files, excessive or unusual patterns or redemption, use of multiple coupons (digital and paper) for a single purchase and excessive "make good" coupons or point of sale overrides.
7. Ateeco, Inc./Mrs. T's Pierogies® reserves the right to audit the coupon sorting and billing service of any retailer or any agent involved in the handling process and request evidence of proof of purchase to show that sufficient stock was purchased to justify the number of coupons submitted. Any failure to comply may, in the sole discretion of Ateeco, Inc./Mrs. T's Pierogies®, void all coupons submitted.
8. Each shipment of coupons will be considered as a whole and Ateeco, Inc./Mrs. T's Pierogies® reserves the right to refuse payment for the entire shipment if any portion of the shipment is improperly redeemed.
9. In the event retailer reimbursement is denied by Ateeco, Inc./Mrs. T's Pierogies® under this Policy, the retailer must appeal Ateeco, Inc./Mrs. T's Pierogies® decision within six (6) months of the date of notification by Ateeco, Inc./Mrs. T's Pierogies® of the denial in order to be eligible for reconsideration by Ateeco, Inc./Mrs. T's Pierogies®. All decisions made by Ateeco, Inc./Mrs. T's Pierogies® on appeal are final and binding on the parties. Similarly, any lawsuits involving coupon payment disputes must be brought within six (6) months of the date of notification by Ateeco, Inc./Mrs. T's Pierogies® of the denial. Retailer acknowledges that failure to file a lawsuit within the six month timeframe will constitute a bar to any such lawsuit. Any such lawsuit shall be governed by the laws of the Commonwealth of Pennsylvania and venue shall be in a state or federal court located in Pennsylvania. Each party will be responsible for its own attorney's fees and costs.

Miscellaneous

1. The cash redemption value of each coupon is 1/100 of one cent
2. It is FRAUD to present coupons for redemption other than as provided by this agreement.
3. Ateeco/Inc./Mrs. T's Pierogies® reserves the right to forward coupons it judges to be mis-redeemed to law enforcement agencies for their review and investigative purposes.

FAILURE TO OBSERVE THESE TERMS AND CONDITIONS FOR PROPER REDEMPTION MAY AT THE SOLE OPTION OF Ateeco, Inc./Mrs. T's Pierogies® VOID ALL COUPONS SUBMITTED FOR REIMBURSEMENT AND ALL COUPONS MAY BE RETAINED AS PROPERTY OF Ateeco, Inc./Mrs. T's Pierogies® WITHOUT PAYMENT. FAILURE TO ENFORCE, IN WHOLE OR IN PART, ANY RIGHT, REMEDY OR DUTY OR TERMS OR CONDITIONS PROVIDED HEREIN SHALL NOT CONSTITUTE A WAIVER OF ANY PRIOR, CONCURRENT OR SUBSEQUENT RIGHT, REMEDY OR DUTY UNDER THIS AGREEMENT.

Ateeco, Inc./Mrs. T's Pierogies® reserve the right to modify, revise, eliminate and make updates to the coupon redemption policy at any time without notice.

Retailer

Signature/Title of Owner/Manager Date

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