

ESTABLISHED 1887



HIGHEST AMERICAN AND
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CAMEL ADDRESS "SAUER RICHMOND"

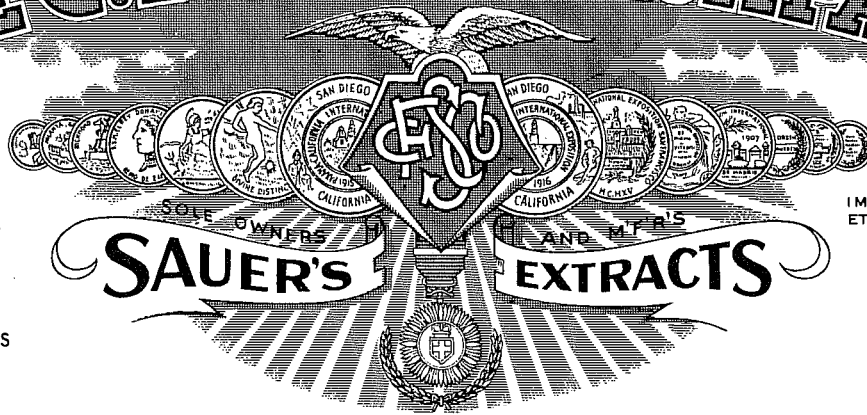
DUKE'S MAYONNAISE PRODUCTS



IMPORTERS OF VANILLA BEANS
ETC. M'FR'S OF SPECIAL BRANDS
EXTRACTS & DRUGS

SAUER'S SPICES

THE C.F. SAUER COMPANY



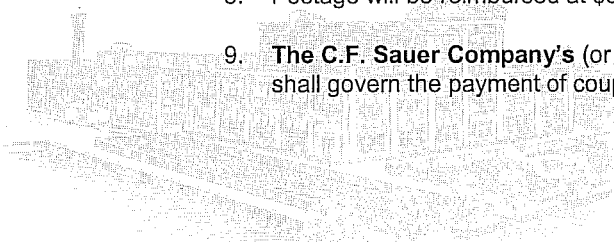
2000 WEST BROAD STREET
RICHMOND, VIRGINIA 23220
(804) 359-5786

The C.F. Sauer Company
Coupon Redemption Policy
Updated 10/02/2007

Dear Retailer:

This Coupon Redemption Policy and the legal copy on **The C.F. Sauer Company** coupons state the only terms and conditions under which **The C.F. Sauer Company** will reimburse its customers for coupon submissions ("Policy"). Your acceptance and redemption of coupons for **The C.F. Sauer Company** products constitutes your acceptance of and binding agreement with all the terms and conditions in this Policy. It is the retailer's responsibility to ensure its employees are aware of and in compliance with this Policy.

1. Coupons are redeemable only in the United States of America.
2. Coupons are redeemable only when consumers purchase the brands/sizes/quantities indicated, prior to the expiration date, and retailers subtract the face value from the retail price of a **C.F. Sauer Company** product.
3. Retailers must submit coupons for reimbursement within 180 days after the expiration date of the coupon.
4. Consumer must pay any and all applicable taxes. Coupon cash value 1/100¢.
5. Only one coupon may be accepted by the retailer per **C.F. Sauer Company** product purchased.
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 other person, firm or group.
7. For each properly redeemed coupon, retailers will be reimbursed for the face value, or the retail selling price up to the maximum indicated on **C.F. Sauer Company** coupons for free merchandise, plus the handling fee as stated on each **C.F. Sauer Company** coupon and reasonable postage (further defined below). No additional fees will be accepted or paid.
8. Postage will be reimbursed at \$5 per thousand redeemed coupons.
9. **The C.F. Sauer Company's** (or its agent's) actual count of coupons received will be final and shall govern the payment of coupons under this Policy.



10. **The C.F. Sauer Company** reserves the right to deny reimbursement, retain and declare void any coupons presented for redemption when the following conditions occur: coupons are in mint/mass cut condition, or uniform mix coupons are submitted for reimbursement; retailer has insufficient stock to cover the number and types of coupons submitted; inability to verify retailer's address or business operations; or redemptions that are not in accordance with this Policy. Further, **The C.F. Sauer Company** reserves the right to forward any such coupons to enforcement authorities for review.
11. On request, retailers must provide **The C.F. Sauer Company** with proof of purchase of **C.F. Sauer Company** products sufficient to cover coupons presented for payment.
12. Coupon payments may not be deducted from payments of **C.F. Sauer Company** product invoices.
13. 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.
14. In the event a retailer payment is withheld, the retailer must appeal this decision of **The C.F. Sauer Company** within six (6) months of the date of the notification of non-payment. Appeals made after six (6) months will not be honored by **The C.F. Sauer Company**.
15. Failure to comply with the requirements of this policy could constitute fraud and, in addition to other legal remedies at the option of **The C.F. Sauer Company**, may void all coupons submitted for reimbursement and coupons may be retained by **The C.F. Sauer Company** without payment. If false or misleading verification information is provided to The C.F. Sauer Company or a clearinghouse, redemption privileges with The C.F. Sauer Company may be permanently revoked.
16. Failure to enforce any terms or conditions of this Policy shall not constitute waiver of such provision or any other provision by **The C.F. Sauer Company**. **The C.F. Sauer Company** 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. It is the retailer's responsibility to obtain updated copies of this policy, which may be requested from CMS by calling 1-800-285-7602 or http://www.cms.inmar.com/client_policies.html.
17. Send properly redeemed **C.F. Sauer Company** coupons to:

CMS Dept. 81057
The C.F. Sauer Company
1 Fawcett Drive
Del Rio, TX 78840

Sincerely,

The C.F. Sauer Company