



**LORILLARD COUPON TERMS  
CONTRACT BETWEEN  
LORILLARD TOBACCO COMPANY AND RETAILER  
FOR THE REDEMPTION OF COUPONS**

Lorillard will reimburse you for all coupons you have redeemed on our products IF you do the following:

- The coupons you send us must have been redeemed in accordance with Lorillard's offer (Terms) as stated on the coupon. When you send us coupons for redemption, you are verifying that those coupons came from face to face retail customers ONLY and NOT a mail order or internet sale transaction, in connection with their purchase of the specified product(s), and the Terms set forth on the Coupon itself.
- If your submission is proper, we will send you a check for the face value of the coupons submitted, plus \$.08 for each coupon, plus reasonable postage (See Attached Postage Addendum). YOU MAY NOT DEDUCT THE AMOUNT YOU CLAIM FROM LORILLARD OR DISTRIBUTOR INVOICES.
- Any transfer, assignment, reproduction, or other distribution of Lorillard coupons not authorized in writing by a designated Lorillard representative shall render those coupons void.
- Lorillard's actual count of coupons received shall be final and shall govern our payment. Lorillard may reject a submission or withhold payment on any coupon submission containing coupons which have not been redeemed in accordance with this Contract, and Lorillard may confiscate all coupons submitted. Lorillard may request you provide proof of purchase of sufficient stock to cover coupons presented for redemption. Any use or submission of Lorillard coupons other than as permitted in this contract may constitute fraud.
- Lorillard reserves the right not to make any adjustments for non-payment and to refuse to respond to inquiries, if claims or inquiries are made more than six months after denial.
- This contract is effective as of September 1, 2007 and to all submissions received on that date and thereafter. Lorillard may change or terminate this Contract at any time, and this Contract supersedes any and all previous Contracts.

**CAROLINA MANUFACTURERS SERVICE (CMS)**, Del Rio, Texas, processes all coupon redemptions for Lorillard.

Our correct mailing address for coupon submissions is:

**LORILLARD COUPONS**  
CMS Department #26100  
1 Fawcett Drive  
Del Rio, TX 78840

**NOTE TO RETAILERS:** If you use a Clearinghouse of your own **READ THIS - IMPORTANT WARNING: COUPON CLEARINGHOUSES ARE YOUR AGENTS OR REPRESENTATIVES** and although from time to time, Lorillard agrees to work with such companies, Lorillard has no responsibility for their actions, including, but not limited to payments.

**NOTE TO CLEARINGHOUSES**

If you are a clearinghouse, CMS will only accept coupons submissions for redemption from you if you have signed the CMS MASTER COUPON CLEARINGHOUSE AGREEMENT and returned it to them, and they have entered you in their files.

CONTRACT REVISION 1-7/21/07



## ADDITIONAL TERMS FOR LORILLARD COUPON TERMS

Re: Postage Reimbursement

**Please Note:** Lorillard will not reimburse Retailers for the cost incurred in sending their coupons in any of the following manners:

- Via U.S. Postal Service with Insured Fee
- Via any type of overnight delivery service, such as but not limited to Federal Express or U.P.S. Next Day Air, where such costs exceed the cost of U.P.S. Ground Delivery

Lorillard will reimburse postage under a formula based on the following criteria:

**1) Submissions with a total value of up to \$150.00** (face value and handling) will be reimbursed the value of one (1) 1st Class Postage Stamp only.

In the event that we are unable to locate a submission, we require the following items before payment will be authorized:

- A. Copy of completed invoice
- B. Recent proof of purchase of sufficient stock of Lorillard product for the coupons submitted.

**2) Submissions ranging in value from \$151.00 through \$2,000.00** will be reimbursed at the rate of the value of 1st Class Postage for the weight of the submission (plus the fee for certified mail, return receipt requested if you send your coupons in this manner). We recommend the use of certified mail because it will help you prove that we received the coupons if they are lost or misplaced. **Costs for insured mail will not be reimbursed.**

In the event that we are unable to locate a submission, we require the following items before payment will be authorized:

- Same as A and B from above; and
- Copy of certified mail receipt; and
- Copy of signed return receipt from the Post Office.

**3) Submissions ranging in value above \$2,000.00** will be reimbursed for any delivery service.

However, the amount of the reimbursement will be no greater than similar UPS ground rates, including UPS Ground Tracking.

In the event that we are unable to locate a submission, we require the following items before payment will be authorized:

- Same as A and B from 1 above; and
- Proof of receipt from UPS with valid signature.

**Note to Clearinghouses:** Lorillard will reimburse you based on the current industry standard rate of \$2.50/thousand coupons submitted and will attempt to make any changes as necessary to abide by industry standards should the rate change.