



COUPON POLICY

The following policy and guidelines provide a definition of the various coupon types and the Company's respective redemption practices for each type. All associates are expected to adhere to these policies and guidelines.

Coupons are a form of tender presented by the customer to reduce their order total based on merchandise purchased in stores where the retailer has agreed to accept manufacturer coupons. Retailers are not required by law to accept manufacturers' coupon. Coupons can be printed and/or in electronic form, and maybe integrated into the register systems where they are deducted automatically when all purchase requirements are met. Coupons can not be doubled unless directed otherwise by corporate.

The following coupon types are accepted by Jewel-Osco:

1. MANUFACTURER COUPONS: coupons issued by the manufacturer usually containing:

- Expiration date
- Have a barcode
- "Terms of agreement" (legal paragraph 'To The Retailer')Have a barcode
- Face value
- Verbiage "Manufacturer Coupon"

Coupons that do not scan or do not have barcodes must be checked for validity of expiration date and purchase requirements.

We do not accept expired Manufacturer Coupons or coupons that have had the expiration date cut off. If in doubt, call your manager.

NOTE: Jewel-Osco and other retailers issue coupons (i.e., printed ad media coupons) that are manufacturer coupons and contain the words "redeemable only at *their retailer*" (i.e., Dominick's, Walgreens). This type of coupon is only redeemable at Jewel-Osco if the coupon states "Manufacturer Coupon".

2. STORE COUPONS: the Company's discount offer in various forms of media including, but not limited to:

- Print
 - Newspaper
 - Direct mailers
- Electronic (i.e., RX coupon printed on the bottom of receipt)
- Company websites
- E-mailed directly to Preferred Card Customer

Store Coupons may contain the words:

- "Redeemable only at Jewel-Osco"
- "Discount applies only with Preferred Card"

Buy One Get One FREE variable weight Store Coupons must have the dollar value and checker's initials written on the coupon at the time of redemption

We do not accept expired Store Coupons.

3. CATALINA COUPONS: are triggered by individual items purchased at checkout which print on the Catalina printer.

Two types of Catalina coupons:

- Manufacturer Coupons
- Store Coupons

It is Jewel-Osco policy that:

- Coupons are intended for use on a future customer purchase
- Catalina coupons must be given to each customer **when printed** (the Catalina printer beeps to alert Checker that there are coupons to present)

- Checkers must destroy any coupons refused by the customer who was the intended recipient, by tearing coupons long-ways down the middle: Associates **CANNOT** keep coupons that are left behind by customers, for themselves nor hand them to another customer or Associate.
 - SCOT Attendants must consistently monitor Catalina Coupon Machines to insure that any coupons left behind by customers are destroyed by tearing coupons long-ways down the middle.
 - Catalina checkout coupons printed at other retailers may be accepted for redemption following these guidelines:
 - Manufacturer: (i.e., coupons state "Manufacturer Coupons" and contain the words "redeemable only at their retailer" (i.e., Dominick's, Walgreens).
 - Competitor Store coupon: (i.e., \$.50 coupon for Dominick's brand 16oz loaf bread may be redeemed when a 16oz loaf of Jewel brand bread is purchased)
 - Catalina offers may have possible limitations (i.e., limit one per purchase, etc.)
4. **INTERNET COUPONS:** printed from a website, are redeemable with a qualifying purchase. Jewel-Osco **DOES NOT** accept internet coupons under any of the following conditions:
- Expired
 - 'Free' product offers that do not require a purchase
 - Redemption value exceeding \$5.00
 - Absence of UPC barcode
 - Absence of Legal paragraph

5. **COMPETITOR STORE COUPONS:** other retailers' company discount offers. Jewel-Osco will **only** redeem the following 2 types of Competitor Store coupons:

A. Competitor 'Own Brand' merchandise Store coupons on:

- Exact size and type of Jewel-Osco 'Own Brand merchandise'
- At the face value of the coupon
- Within the valid dates of that coupon

(i.e., Dominick's Store coupon for \$.50 off a 16 oz. loaf of Dominick's brand Whole Wheat bread may be redeemed when a 16oz loaf of Jewel Whole Wheat bread is purchased)

If the exact size and type can NOT be matched, the Competitor "Own Brand" merchandise Store coupon may not be redeemed.

B. Competitor Minimum Purchase Store Coupon can be redeemed:

- At the face value of the store coupon
- Within the valid dates of that coupon

(i.e., Dominick's Store coupon for \$5.00 off a minimum purchase of \$50.00)

Competitor Store coupons can **NOT** be:

- Doubled or tripled
- Used with a Jewel-Osco Store Coupon
 - Customers may choose between store coupons (Jewel-Osco or the Competitor's) to receive the best price as long as the value of the product is not exceeded.

We DO NOT ACCEPT Competitor coupons for "National Brand" items (i.e., Target Store coupon for \$.50 off 8oz Kraft Cheese is NOT redeemable at Jewel-Osco).

NOTE: Some Competitor store coupons for 'National Brand' items are not identified as Store or Manufacturer (i.e., only verbiage on top of coupon is the competitor name). These coupons will not scan and are not redeemable at Jewel-Osco.

COUPON HANDLING PROCEDURES ON POS: Only one Store and one Manufacturer coupon per item may be redeemed.

Tender all coupons by either:

- Scanning the barcode (key entering barcode # if needed)
- Key entering the amount using the proper coupon and department key
 - Manufacturer Coupons redeemed within an EBT Link order must be key entered NEVER scanned
 - Competitor 'Own Brand' Store coupon key entered as a Store Coupon

NOTE: The coupon's Tax/Food Stamp eligibility should always match the item.



FREQUENTLY ASKED QUESTIONS

- Q. Do I need to validate the Expiration Date on every coupon?
A. **YES, all coupon Expiration Dates must be checked for expiration date prior to scanning them.**
- Q. Why do Free Coupons prompt for a retail to be keyed in when scanned?
A. **Free Coupons require cashiers to validate that the price of the item does not exceed the limit on the coupon.**
- Q. What if the coupon looks like it has been copied from a copy machine?
A. **Only original coupons are accepted; copies are not acceptable; call your Manager.**
- Q. What does it mean that manufacturer coupons are a form of tender?
A. **Coupons reduce the amount owed by the customer therefore must be secured in the check stand till or designated location. Manufacturer coupons are submitted for reimbursement to your store.**
- Q. What if one of our regular shoppers does not receive some of the promotional coupons such as direct mailers, can I give them the discount without the coupon being presented?
A. **No, direct mail coupons are only available for use by the intended recipient of the coupon. If the customer is questioning how to receive coupons call your Manager**
- Q. Can a Customer redeem a manufacturer and a store coupon on the same item?
A. **Yes, one manufacturer coupon and one store coupon can be used on the same qualifying item.**
- Q. Does the customer pay tax on an unconditional free manufacturer coupon in Illinois?
A. **No, in most States, the customer is required to pay applicable taxes on a free item tendered with a Manufacturer Coupon. EXCEPTION: In Illinois the customer is relieved of paying taxes on any unconditional Free item coupon offers.**
- Q. What if the barcode does not scan on a Coupon?
A. **If the coupon barcode does not scan; call your Manager for assistance.**
- Q. What should I do with unwanted/left behind Catalina Coupons at SCOT terminal?
A. **If a customer does not want or has left their Catalina Coupons at the SCOT terminal it is Jewel-Osco's Policy that the checker/RAP attendant destroy them immediately by tearing them long way, down the middle. Catalina Coupons can only be given to the customer for whom they were intended, not to any other customer or Associate.**
- Q. What should I do if a customer presents a competitor's store coupon for the competitor's Private label (Own Brand) item?
A. **Explain to the Customer we would gladly redeem their store coupon for one of our 'Own Brand' products matching the exact item type, size. If the exact size and type can NOT be matched, the Competitor 'Own Brand' merchandise store coupon may not be redeemed.**
- Q. Can a customer use coupons with a WIC Purchase?
A. **Yes, a customer may use their Preferred Card as well as coupons on their WIC order.**
- Q. What if the expiration date has been cut off the Manufacturer Coupon?
A. **If it is obvious that the expiration date has been cut off, call your manager.**
- Q. Do liquor coupons that state they are redeemable on a purchase of liquor and a non-alcoholic item require the purchase of liquor?
A. **Jewel-Osco will abide by the stated requirements detailed on the Liquor Coupon**

Coupon Acceptance Information:

- Buy One Get One Free and Cents off coupons. A customer may use a BIGIFree manufacturer coupon and a cents-off manufacturer coupon (on the one item that is being purchased) if the coupons do not exceed the total price of the items (i.e., a customer purchases 2 cans of Bush's Beans and has a BIGIFree manufacturer coupon and a \$1 off manufacturer coupon. If the price of the 2 cans of beans exceeds \$1, both coupons may be redeemed).
- A coupon can NOT exceed the price of the item.
- A coupon value can NOT be altered.
- Illinois/Iowa: Liquor Coupons that state they are redeemable on a purchase of liquor and a non-alcoholic item are redeemed per manufacturer guidelines printed on the coupon (i.e., coupon states "No Liquor purchase required", customer is not required to purchase the liquor item; otherwise the liquor purchase is required).
- Indiana: Liquor Coupons are NOT to be accepted – No coupons allowed for liquor purchases.
- Items on sale BIGIFree: one manufacturer coupon may be redeemed on each item (i.e., customer purchasing Campbell's soup on sale for BIGIFree, may redeem two \$1.00 off coupons; one for each item).

Sort and secure all redeemed coupons in check stand till or designated location.

Unconditional Free Coupons:

Items accompanied by an unconditional free coupon must be rung up as a separate order in the State of Illinois because customers are not required to pay tax.

Cashiers must:

1. After scanning the coupon, you will be prompted to key in the value of the free item (verify that the value of the item does NOT exceed the maximum allowed on the coupon). Key enter amount.
2. Write and circle the retail value redeemed on the coupon.

SERVICE DESK PROCEDURES

- Customers are eligible for cash back on their coupons no later than 60 days after purchase.
- A legible, dated receipt must accompany all applicable coupons.
- Coupon expiration date must be valid for the date the purchase was made
- Verify coupons to items on receipt by circling items and initialing.
- If redeeming a coupon specific to an order amount, write amount of redeemed coupon on the bottom of the receipt near total and initial (i.e., \$5.00 off a minimum purchase of \$50.00).

COUPON SORTING/DEPOSIT GUIDELINES

Sort into Manufacturer Coupon Bag:

- Coupons containing the verbiage: 'Manufacturer Coupon' and a legal paragraph with Retailer instructions for payment printed on the coupon
- Coupons not identified as 'Manufacturer Coupon' but contain a legal paragraph with Retailer instructions for payment

Every time an item is unnecessarily sent to the Coupon Clearing House, Jewel-Osco is charged a processing fee.

Sort into Store Coupon Bag:

- Verbiage: 'Store Coupon' printed on the coupon (**including Catalina**).
- Not identified as 'Store Coupon' but there is NO legal paragraph present with instructions for payment.
- GOT "High Five" Cards
- PapaNicholas Coffee Punch Cards

Jewel-Osco can not collect the value of any Manufacturer Coupons deposited in the Store Coupon Bag.

I have read and understand my responsibilities under the Jewel-Osco Coupon Policy listed above. I understand that not following the procedures as stated in this policy will result in disciplinary action up to and including termination.

Associate Name (Please Print)

Employee ID

Associate Signature

Date