



Schwan's Food Service, Inc. Branded Concepts Rewards Program Agreement

Welcome to Schwan's Food Service, Inc., Branded Concepts Rewards Program. This marketing program was developed to let you earn promotional items that can help you execute a successful branded program.

You will receive reward points for every case of qualifying product that you purchase. Reward points can then be redeemed for merchandise and equipment from www.schwansbc.com. (All items are subject to availability.)

The number of reward points you earn depends on how many cases of qualifying Schwan's Food Service, Inc. products you purchase, and the point values of those products. The more cases you purchase, the more reward points you receive. Qualifying products consist of specific **Freschetta**[®], **Minh**[®], and **Mrs. Smith's**[®] product codes, and are listed at www.schwansbc.com.

To sign up for membership in the Schwan's Food Service, Inc., Branded Concepts Rewards Program, contact your Schwan's regional sales manager or sales agency representative.

QUICK START LOAN PROGRAM:

To help get you started turning your operation into a branded business right away, you can choose to receive a "reward points loan" of up to 25% of the points you estimate to earn during your first year of program participation. In other words, determine approximately how much product you'll be ordering in your first year, add up the reward points you would receive from those purchases, and multiply by 25%. That total is the maximum "reward points loan" you can redeem immediately for Schwan's Food Service, Inc. Branded Concepts merchandise.

You will be required to pay back loan points until the loan balance has been fully repaid through qualifying product purchases. In all instances, proof of purchase for qualifying cases must be submitted online at www.schwansbc.com and faxed to 507-537-5209.

Official Program Rules for the Schwan's Food Service, Inc. Branded Concepts Program Website

Enrollment and program access:

- Only enrolled participants are eligible to earn points in the program. Membership is non-transferable.
- Participants may cancel their Schwan's Food Service, Inc. Branded Concepts participation at any time, after which no additional reward points will be granted. If participation is terminated or cancelled, points already earned will be invalidated and cannot be redeemed if they are not used within thirty days after participation in this program is cancelled.
- Participants agree to receive periodic promotional emails from Schwan's Food Service, Inc. regarding the Schwan's Food Service, Inc. Branded Concepts program. If they wish to discontinue receiving emails, they must contact Schwan's Food Service, Inc. in writing at Schwan's Food Service, Inc. Branded Concepts, 115 W. College Drive, Marshall, MN 56258.
- Schwan's Food Service, Inc. reserves the right to revoke a participant's access to the website at any time and terminate the participant from the program based on tampering, deception, abuse, fraud (including falsified invoices, changing case counts or invoice dates or submitting the same invoice multiple times) or any violation of the program terms and conditions.
- Schwan's Food Service, Inc. has the right to cancel or modify merchandise orders based on the participant not having enough reward points to pay for the merchandise that they ordered, or due to lack of availability of the merchandise ordered by the participant.
- Participants should keep their user ID and password private to prevent unauthorized redemptions or other use.
- Schwan's Food Service, Inc. is not responsible for late, lost, misdirected, misplaced or incomplete entries or other submissions.

Program details:

- Any product purchase made at deviated pricing is excluded from the Schwan's Food Service, Inc. Branded Concepts Program, and reward points will not be issued for those product purchases.
- Participation in the program does not require a minimum case order.
- Points are non-transferable to other program participants.
- Credit and reward points will not be given on invoices that are dated prior to official date of enrollment.
- Points do not carry a cash value and are not refundable.
- Schwan's Food Service, Inc. reserves the right to make special promotional opportunities available to members based on their level of qualifying case purchases.
- Schwan's Food Service, Inc. reserves the right to discontinue the program at any time, in which case participants will be notified via email along with a notification on the website.
- Participants will have 60 days after notice of program discontinuation to submit invoices and redeem points for merchandise, after which all points will be void.
- Void where prohibited and subject to all laws.
- All velocity reports/invoices need to be faxed in to the following fax number with a cover sheet within 60 business days of being submitted on the website: 507-537-5209. If velocity reports/invoices are not submitted by fax to Schwan's Food Service, Inc. within 60 business days after the invoice date, no reward points will be issued for the purchases covered by that invoice.
- All invoices must be verified by Schwan's Food Service, Inc. before reward points will be credited to the participant's account.
- Earned points will be updated within approximately 2-4 weeks of an invoice being received. Receipt of an online submission occurs when Schwan's Food Service, Inc. servers record the submitted information.
- An invoice can only be submitted once.
- Schwan's Food Service, Inc. reserves the right to audit redemption activity and obtain additional purchase verification documentation such as invoices or validated distributor tracking reports.
- Points will expire upon the earlier of 60 days after receiving notice that Schwan's Food Service, Inc. is discontinuing the program or two years from invoice date.
- Schwan's Food Service, Inc. will review the amount of points given per case and the merchandise point values on a yearly basis, at which time point values may be increased or decreased at Schwan's Food Service, Inc.'s sole discretion. All Schwan's Food Service, Inc. Branded Concepts members will be notified of any such changes.

For a complete list of program rules visit www.schwansbc.com.



The SCHWAN FOOD COMPANY™
SCHWAN'S FOOD SERVICE, INC.