

## ALCO Customer Rewards Terms and Conditions

### I. Overview

ALCO Customer Rewards (the "Program") is an ALCO Stores ("ALCO") customer reward program that allows participating members (each being a "Member," or "You") to earn rewards points ("Rewards") on every item such Member purchases at ALCO Stores (subject to exclusions noted herein). You will also receive exclusive savings offers through email. You may unsubscribe from these offers at any time by clicking on the link at the bottom of any email, or by calling us at 1-800-334-ALCO.

### II. Membership

This Program is available to ALCO customers who are legal residents of the 50 United States and the District of Columbia. Membership in the Program is not open to ALCO associates or their spouses, or to anyone using an ALCO Associate Discount card. There is no age limit to the program.

### III. How to Enroll

Program applications are available at any ALCO store, or online in pdf form at [www.alcostores.com/rewards](http://www.alcostores.com/rewards). To apply for the program, submit a complete application form at any ALCO Store location. ALCO must receive an accurate, legible and complete application in order to enroll the Member in the Program. ALCO is not responsible for Member applications received by ALCO that are not in compliance with these Terms.

### IV. Qualifying Purchases

A Program Member is eligible to receive credit on the Member's account for all purchases (subject to exclusions) made by the Member at ALCO stores and for which a Program membership account is indicated ("Qualifying Purchases"). A Program Member will earn one point per Dollar spent at ALCO stores, as reduced or limited herein. For the purposes of calculating points, all prices are rounded up to the nearest dollar, i.e., a sale of \$1.12 equals 2 points. Additionally, from time to time, ALCO may offer "Bonus Rewards" for purchases of specified products.

Credit or points will not be awarded for alcohol, tobacco, lottery tickets, gift cards, pre-paid cards, licenses, fuel, delivery charges, prior purchases, or third-party services including, but not limited to online photo development and online floral, DVD rental, installation, assembly, wireless or satellite services, and product warranties. Credit or points shall also not include, and shall be reduced by, the value of any free items earned in your purchase, and sales or use tax. Credit for items placed on layaway will be awarded following the payment of the balance in full.

ALCO, in its sole discretion, may from time to time include additional products or services as exclusions from qualifying for points without prior notice. Items qualifying for points, and/or the points applicable to qualifying items, are and shall remain subject to change at any time.

To earn points, simply present your ALCO Customer Rewards card at checkout, prior to the completion of the transaction. If You do not have your card with You, a store associate can look up your card number at the time of purchase using the phone number associated with the account. Points will post to the Member's account at midnight following the transaction.

Qualifying Purchases made by the Member but in which the Member's account number was not used at the time of transaction may only be added to the Member account by particular request, and then only when the receipt is dated within the last 30 calendar days, and the pre-

tax subtotal amount is the equivalent of 50 points or more. In the event that the account holder has not yet left the store, but presents his/her card after the transaction has been completed, the merchandise can be returned and re-purchased using the Program account number.

The ALCO Customer Rewards Program is not compatible with charge accounts. Customers maintaining a charge account with ALCO Stores can only earn Customer Rewards on purchases which are paid in full at the time of sale.

**V. Rewards**

A Member's Rewards account will accumulate points for Qualifying Purchases made until the Member's point balance reaches 100 points or more. Once the Member's point balance reaches the specified ceiling, a coupon will be generated on the customer's next receipt (regardless of type of transaction) worth 2% of the total point value. This coupon may be redeemed toward the purchase of merchandise at any ALCO Store.

All coupons are the responsibility of the customer to keep, track and redeem. Coupons that are lost or destroyed may not be replaced.

Members are responsible for taxes, charges or other liabilities related to or resulting from their participation in the Program.

**VI. Reward Redemption**

Rewards can be redeemed at any ALCO store by presenting the printed Rewards receipt coupon at checkout. You must use the entire amount of the coupon in a single sale transaction; coupons cannot be split between transactions. You may use more than one Rewards coupon toward a single purchase transaction.

Rewards coupons do not constitute property, do not entitle a member to a vested right or interest and have no cash value. Rewards coupons are not redeemable for cash, nor are they transferable or assignable for any reason. The sale of Rewards coupons is strictly prohibited.

In the event that merchandise purchased using a Rewards coupon must be returned, ALCO Stores will refund the cash amount that was paid by the customer for the purchased item, minus the value of the Rewards coupon. Rewards coupons cannot be reinstated or returned once used.

**VII. Expiration of Rewards**

Rewards coupons remain valid for one year from the date on the printed coupon receipt. Expired coupons will not be reissued.

**VIII. Lost, Stolen, or Damaged Cards**

To report a lost, stolen, or damaged reward card, visit your local store. You may continue to use your old account by providing a phone number at the register, or You may apply for a new card. Upon request, ALCO Stores will transfer any accumulated points from the old card number to the new card number, and inactivate the old card. Once a card has been inactivated, it can no longer be used to redeem Rewards.

**IX. Cancellation**

Membership may be cancelled at any time with the assistance of your local store associate, by notifying Customer Service by phone at 1-800-334-ALCO or online at

www.alcostores.com/contact, or by contacting The ALCO Customer Rewards Program, 401 Cottage Ave, Abilene, KS 67410.

**X. Account Restrictions**

ALCO reserves the right to terminate your account and/or not issue/cancel Rewards if You violate these Terms. Your application for and continued participation in the Program constitutes your acceptance of these Terms and Conditions and any changes made thereto.

ALCO reserves the right, in its sole discretion, to modify, limit or terminate the Program, its Terms and Conditions, and/or Reward Redemption values, or any portion thereof, at any time, with or without prior written notice. ALCO reserves the right to alter the manner in which Rewards are issued at any time.

ALCO reserves the right to cancel or limit any purchase or offer redemption made: 1) contrary to the terms of each offer, discount, promotion or coupon; 2) that otherwise is not in compliance with the Terms and Conditions of the Program; 3) that violates any applicable local, state, or federal law, statute, ordinance, or administrative regulation; or 4) that ALCO believes is fraudulent or made through improper channels.

**XI. General**

Rewards issued under this Program cannot be combined with any other rewards program, including ALCO Business Rewards or ALCO Senior Rewards. Rewards are non-transferable and may only be redeemed by the Member.

Points shall not be earned on Qualifying Purchases made prior to the Member's enrollment date or prior to the start date of any bonus-points offers or promotions associated with the Program.

Your Member information will not be sold or rented to any company outside of ALCO. In order to facilitate your account, and to the extent permitted by applicable law, ALCO may share your information with our trusted vendors, who have agreed to keep your information confidential. Your information will be used for the purpose of account maintenance, improving not only your customer experience but also the range and types of products and services offered by ALCO to You, as well as to notify You of special offers, promotions, and/or catalogs which may be of interest to You. If You do not wish to have your member information utilized in this manner, you may cancel your participation in the Program at any time as provided above.

Notwithstanding the foregoing, ALCO will comply with all laws regarding information access by federal and state authorities and may use such information to protect the integrity of the Program or the safety of the Members.

ALCO assumes no responsibility for errors caused by incorrect Member information.

The interpretation and application of the Terms are in the sole discretion and determination of ALCO, which in each case shall be final and conclusive.

The laws of the State of Kansas will govern the Terms, as well as your and ALCO's observance of them, without regard to its conflict of laws rules. If You take any legal action relating to your use of the Program or the Terms, you agree to file such action only in the state and federal courts located in Dickinson County, Kansas.

If ALCO fails to act with respect to your breach or anyone else's breach on any occasion, ALCO is not waiving its right to act with respect to future or similar breaches.

The Terms, together with those items made a part of these terms by reference, make up the entire agreement between You and ALCO relating to the Program, and replaces any prior understandings or agreements (whether oral or written) regarding the Program. If a court finds any of the Terms to be unenforceable or invalid, that Term will be enforced to the fullest extent permitted by applicable law and the other Terms will remain valid and enforceable. The Program is void where prohibited by law.