
Serial # _____

MANDATORY PROCEDURE TO STAY COMPLIANT

One (1) addressed envelope is included in each kit.

Each location is required to return this envelope to the main office with the following:

1. Copy of signed registration form
2. Copy of winners list.

Your help is needed to stay legal, please send the paper work in with each promotion.

Thank you,

Face Card Promotions



Thank you for purchasing this Ad-Tabs® Coupon™ Promotion from FACE Card Promotions.

Enclosed please find:

- **Two copies of the Compliance/Registration form.** Please sign one and return it to FACE Card Promotions, and keep the other copy for your records.
- **Sweepstakes winners list** on which you must record all winners of \$25 or more (WI \$100 or more) and return to Face Card Promotions at the end of each promotion.
- **No purchase necessary forms.** These are to be given to your customers at their request. If a customer asks to participate without purchasing a coupon card, simply give him/her complete all requested information on this form. (Clearly print by hand in plain block letters.) The completed form then may be used as their request for a free game piece from your establishment. Or they mail it to Face Card Promotions. We will in turn send self addressed stamped envelope along with the purchase price for the coupon to the retailer. The retailer will send a game piece from their stock back to Face Card Promotions using the self addressed stamped envelope. Face Card Promotions will send the game piece to the requesting shopper. If the game piece is a winner the winning game piece must be redeemed at the retailer in which the request originated.
- **Official Rules** which should be displayed in your establishment where it can be easily viewed by the customer.

It is important to know that FACE Card Promotions is acting as an advertising agent and that you, just as any retailer does for Coca-Cola's promotions, act as a retailer for the same product or service. The expiration date for this promotion is included on the advertising piece.

If you have any questions about this Ad-Tabs® coupons promotion or any other promotions we are running, or would like to place another order, please feel free to give FACE Card promotions a call at (800) 603-3223 or (262) 657-4801 or call the distributor involved in handling your location.

Ad-Tabs® Compliance/Registration Form

Promotion: _____

Serial # _____

The Retailer will do the following:

- \$ These Ad-Tabs® Coupons™ promotions entitle all prospective customers to participate in the in-pack chance promotion with NO PURCHASE NECESSARY. Each location must set aside 3 Ad-Tabs® having the identifying serial number to be sold last. Each location must supply each customer who requests it, an official game piece request form and the Official Rules, copies of which are included with the paper materials supplied with each promotion retail package. To request a game piece in the Ad-Tabs® Coupon promotion stated below, without making a purchase, complete all requested information on this form. (Clearly print by hand in plain block letters.) The completed form then may be used as your request for a free game piece from the establishment where you see the Ad-Tabs displayed. If no official game piece request form or Official Rules document is available, have the customer call (800) 603-3223 and one will be mailed to the one making the request. Once received, the request form may be taken to the retail outlet to receive a free entry. Scheduled termination of each coupon promotion is listed on each advertising piece. After the termination date, (1) the expired Ad-Tabs® coupons are not to be sold, (2) the expired game pieces are not redeemable for prize awards, and (3) the expired discount coupons cannot be used to buy the underlying merchandise products.
- \$ You will need to list, using the form supplied, the name and address of all winners of \$25.00 (WI \$100) or more and retain them at your venue for ten days after the promotion ends, and then return the form so completed to Face Card Promotions (FCP), at the address below, either directly or through the wholesaler who services your account.
- \$ You will award promotional prizes in exchange for winning game pieces purchased at your establishment and presented there for redemption. To better insure that no one has an unfair advantage, owners and their employees are to be ineligible to receive prizes and are not to inform anyone about awards given out.
- \$ Advertiser-specific point of purchase materials (Notice to Retail Shoppers and a promotion-specific rules poster) must be displayed prominently at the point of sale to help promote the advertiser and maintain legal integrity.
- \$ There is a blank space on the new abbreviated rules on the poster. Please be sure to write in the date 180 days out from which the first coupon is offered for sale.
- \$ One side of the Ad-Tabs® coupons displays printed information about the underlying product and the discount on purchasing the product to which the bearer of the coupon is entitled. That is the side, which is to be face up when loaded into the vending machine (if one is used) so that it is visible to the consumer before purchase.
- \$ Do not mingle the coupon promotions. Completely finish selling though each serial numbered promotion before beginning another to insure the integrity of the odds in each promotion.
- \$ If a winning game piece is taken from the participant for book keeping purposes, please insure the participant has Ad-Tabs® coupons flaps that must be opened to reveal the winning combination which can be torn off and retained by the participant for use in purchasing the underlying product.
- \$ We suggest that following prize award, each winning game piece be marked, cut or otherwise rendered useless so as to avoid a fraudulent award claim.

\$ It is Face Card Promotions' policy that game pieces provided in response to free game piece requests come from the same box that is opened and sold to the public. For security each box is shrink-wrapped at the printer and delivered in that condition to the retailer. It is necessary, that as each box is opened, the retailer remove three unbroken Ad-Tabs® coupons from the box, have the coupon side voided out and retain them on file until the end of the promotion. These three Ad-Tabs® coupons are reserved for fulfillment of free game piece requests. In response to each free game piece request involving a promotion at your venue, your distributor will confirm the request and submit payment in the amount of the purchase price posted on the coupon card. If it should be a winner, the Ad-Tabs® coupon may only be redeemed at your venue. You must award prizes to the bearers of any of these Ad-Tabs® coupons that are winners. Accordingly, you should keep your Ad-Tabs® coupons reserved and correspondence concerning free entries in any orderly file to make winner verifications possible.

\$ These instructions are subject to revision by FCP from time to time, when and as FCP determines that revision is necessary to enhance legal compliance.

FACE Card Promotions will do the following:

- \$ Provide on request of a state agency, a record of names and addresses of all winners valued at \$25.00 or more. These records will be maintained by FCP headquarters for one year following the termination of the promotion.
- \$ Administer free game piece requests per FCP's program, outlined above.
- \$ License your establishment to buy and handle all products available from FACE Card Promotions as long as product marketing is conducted in a lawful and legal way and the establishment follows the rules set forth.
- \$ If there are any questions regarding the legality of this promotion you may go online at www.adtabs.com/download to download our legal packet.

Retail Account Information:

Company: _____

Name: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ County: _____

Dispenser: Machine Barrel

I have read and understand the rules set forth above
and will see that they are followed:

Owner/Agent: X

Operator Information: (when applicable)

Company: _____

Owner/Agent: X

This form MUST be signed and returned to FCP at 5330 50th street, Kenosha WI 53144, with a copy left at the retailer. Please fill out this form completely and print clearly as FCP will not accept incomplete or illegible register.

Ad-Tabs® Compliance/Registration Form

Promotion: _____ Serial # _____

The Retailer will do the following:

- \$ These Ad-Tabs® Coupons™ promotions entitle all prospective customers to participate in the in-pack chance promotion with **NO PURCHASE NECESSARY**. Each location must set aside 3 Ad-Tabs® having the identifying serial number to be sold last. Each location must supply each customer who requests it, an official game piece request form and the Official Rules, copies of which are included with the paper materials supplied with each promotion retail package. To request a game piece in the Ad-Tabs® Coupon promotion stated below, without making a purchase, complete all requested information on this form. (Clearly print by hand in plain block letters.) The completed form then may be used as your request for a free game piece from the establishment where you see the Ad-Tabs displayed. If no official game piece request form or Official Rules document is available, have the customer call (800) 603-3223 and one will be mailed to the one making the request. Once received, the request form may be taken to the retail outlet to receive a free entry. Scheduled termination of each coupon promotion is listed on each advertising piece. After the termination date, (1) the expired Ad-Tabs® coupons are not to be sold, (2) the expired game pieces are not redeemable for prize awards, and (3) the expired discount coupons cannot be used to buy the underlying merchandise products.
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- \$ Advertiser-specific point of purchase materials (Notice to Retail Shoppers and a promotion-specific rules poster) must be displayed prominently at the point of sale to help promote the advertiser and maintain legal integrity.
- \$ There is a blank space on the new abbreviated rules on the poster. Please be sure to write in the date **180 days** out from which the first coupon is offered for sale.
- \$ One side of the Ad-Tabs® coupons displays printed information about the underlying product and the discount on purchasing the product to which the bearer of the coupon is entitled. That is the side, which is to be face up when loaded into the vending machine (if one is used) so that it is visible to the consumer before purchase.
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\$ If there are any questions regarding the legality of this promotion you may go online at www.adtabs.com/download to download our legal packet.

Retail Account Information:

Company: _____

Name: _____

I have read and understand the rules set forth above and will see that they are followed:

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ County: _____

Owner/Agent: X _____

Dispenser: Machine Barrel

Operator Information: (when applicable)

Company: _____

Owner/Agent: X _____

This form MUST be signed and returned to FCP at 5330 50th street, Kenosha WI 53144, with a copy left at the retailer. Please fill out this form completely and print clearly as FCP will not accept incomplete or illegible register.

NO PURCHASE NECESSARY. PURCHASING AN AD-TABS® COUPON WILL NOT IMPROVE YOUR CHANCES OF WINNING. See Official Rules for complete details. To request a game piece in the Ad-Tabs® Coupon promotion stated below, without making a purchase, complete all requested information on this form. **(Clearly print by hand in plain block letters.)** The completed form then may be used as your request for a free game piece from the establishment where you see the Ad-Tabs displayed. Or send the completed form along with a self-addressed return envelope to: FACE Card Promotions, 5330 50th St., Kenosha, WI 53144 or call (800) 603-3223 for further instructions. Failure to comply completely and fully with all instructions set out in the Ad-Tabs® Coupons Official Rules and this form may result in disqualification. **Limit of one request per person per coupon sweepstakes.** Void where prohibited by law.

Name of Ad-Tabs® Coupon Promotion: _____ Serial # _____

Retail Outlet's Name and Address: _____

Name: _____

Address: _____

City: _____ County: _____ State: _____ Zip: _____

Phone: (____) _____ Signature: _____ Date: _____

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Retail Outlet's Name and Address: _____

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Phone: (____) _____ Signature: _____ Date: _____

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Name of Ad-Tabs® Coupon Promotion: _____ Serial # _____

Retail Outlet's Name and Address: _____

Name: _____

Address: _____

City: _____ County: _____ State: _____ Zip: _____

Phone: (____) _____ Signature: _____ Date: _____

Dear location owner/wholesaler:

In order for us to continue to supply you with our Ad-Tabs® coupons at a discount price, we must insure compliance with various state laws. Accordingly, we are including this form in each retail package for you to complete. Each retail package contains up to four boxes. Please use one blank winner's list form for each promotion contained in the retail package, making copies of the blank winner's list form if necessary. We have gone to great lengths to insure the Ad-Tabs® coupons gain legal acceptance, but we need your cooperation.

Thank you in advance for helping us keep this new source of revenue coming into your business. Note: Each Ad-Tabs® coupon promotion has its own expiration date.

Directions:

- On the reverse side of this winner's list form, record all names and addresses of winners awarded \$25 or more. For Wisconsin the award to be listed is \$100 or more.
- In the space provided for that purpose, write in your location name and phone number.
- Make sure you list the serial number of each winning Ad-Tabs® coupon.
- Retain this form at your site for ten days after the end of the promotion.
- After the end of the ten day period, please return a copy of the winners list form to us by mail, fax, or hand it to your sales representative to do so for you.
- Do not intermingle the Ad-Tabs® coupon promotions. Completely finish selling though each serial number before beginning another to insure the integrity of the odds in each promotion.
- If a winning game piece is taken from the participant for book keeping purposes, then for compliance purposes you must insure that the participant retains the discount coupon and has complete information on how and where to redeem the coupon. Ad-Tabs® coupons state all discount information on the removable flaps which the customer keeps.
- We suggest that each winning game piece after the prize has been awarded, is marked, punched or otherwise rendered useless so as to avoid a second and unauthorized redemption.

Building Your Business... Builds Ours!

Face Card Promotions Ad-Tabs® Coupons Official Rules

NO PURCHASE NECESSARY. PURCHASING AN AD-TABS® COUPON WILL NOT IMPROVE YOUR CHANCES OF WINNING.

1. Eligibility: Promotion is open to legal residents of the fifty states of the United States and the District of Columbia who are aged 18 years and older at the time of participation. Void in Puerto Rico and where prohibited by law. Employees of Face Card Promotions ("Sponsor") and its distributors and participating retailers, their parent companies, affiliates, subsidiaries, and advertising and promotion agencies, and members of the immediate family and household of each are not eligible to play or win.

2. How to Get an Official Game Piece. You may purchase an Ad-Tabs® coupon with an official game piece attached. TO ENTER WITHOUT PURCHASE OF COUPON: (a) ask the participating retailer for an official game piece request form and legibly hand print all of the information requested on the form. The completed form then may be used as your request for a free game piece from the establishment where you see the Ad-tabs displayed, or (b) call 800-603-3223 to request an official game piece request form; or (c) on a sheet of white paper no smaller than 3"x 5", legibly hand print your name, address, city, state, zip code, age, the name of the promotion for which you are requesting, a game piece, and the name and address of the retail establishment at which you will redeem the game piece if it is a winning game piece. Submit the official game piece request form or other game piece request together to the outlet listed on the request form. Limit of one game piece request per person per coupon sweepstakes. Incomplete and/or illegible game piece requests will not be honored. Game piece request must be received no later than the date that occurs one week following the stated end date of the promotion. Sponsor assumes no responsibility for lost, late, damaged, misdirected or postage due requests which may limit a person's ability to participate. The Ad-Tabs® coupon attached to the game piece you receive will be void.

3. How To Play: Pull back the perforated flaps on the offer side of the Ad-Tabs® coupon to reveal the official chance game piece. If word "WIN" and a gold starburst containing a dollar value are printed under the flaps, you win that prize, subject to verification.

4. Location/Prizes/Odds/End Date: These Official Rules apply to a number of Ad-Tabs® game promotions. Each promotion consists of one box of Ad-Tabs® coupons with attached game pieces; each promotion is offered only at the participating retailer location where these Official Rules are posted. In addition to these Official Rules at each participating retailer two posters are displayed for each different promotion offered. These posters contain the following information about the individual promotion and this information is a part of these Official Rules:

- (a) the name of the promotion.
- (b) the number of game pieces.
- (c) a description of each prize offered.
- (d) the number and approximate retail value of each prize.
- (e) the odds of winning each prize.
- (f) the overall odds of winning any prize, and
- (g) the game end date.

5. How To Redeem a Winning Game Piece: Winning game pieces may be redeemed only at the retail location where the Ad-Tabs® coupon was purchased, where the official game piece request form was obtained, or as indicated on the game piece request. When redeeming a winning game piece, in order to retain the valuable discount coupon, when valid, tear off the opened flaps or if necessary moisten the coupon to separate it from the game piece. All prize claims are subject to verification. Game pieces that are altered, duplicated, tampered with, forged; or which contain printing, mechanical, and/or other errors; which are distributed where prohibited by law; or which are not obtained legitimately, will be void. Acceptance of a prize constitutes permission to sponsor and its agencies and participating retailers to use prize winner's name and likeness for advertising and publicity purposes without further permission or compensation, except where prohibited by law. Unclaimed prizes will not be awarded.

6. General Conditions. By participating in the promotion, participants agree (a) to abide by and be bound by these Official Rules; and (b) to hold harmless and release sponsor, its distributor and participating retailers, their parent companies, affiliates, subsidiaries, and advertising and promotion agencies from any and all liability, claims or actions with respect to or, in any way, arising from this promotion and acceptance, possession, use, or misuse of any prize. Sponsor assumes no responsibility for any printing, mechanical, or other errors. In the event of any printing, mechanical, or other error or irregularity, sponsor assumes no liability. No substitution or transfer of prizes permitted, except at the discretion solely of sponsor. Payment of any taxes on a prize is solely the responsibility of the winner. If, for any reason, including but without limitation fraud, tampering, printing, mechanical or other errors or irregularities, the integrity of the promotion is impaired as determined by sponsor, in its discretion solely, sponsor reserves the right to cancel, terminate, modify, or suspend the promotion in whole or in part. Only prizes claimed prior to such cancellation, termination, modification, or suspension will be awarded. In no event will more than the stated number of prizes be awarded. All promotion materials submitted become the property of sponsor and will not be returned.

7. Winner's List. The participating retailer will retain a list of winners of prizes valued at \$25 and more for a period of one week following the end of the promotion.

8. Sponsor: Face Card Promotions, 5330 50th Street, Kenosha, WI 53144.