

## LAND O'LAKES PURINA FEED, LLC

### COUPON REJECTION LETTER EXPLANATION:

Due to the size and scale of our coupon program, the rejection letters we use can be vague and confusing to many. This sheet is designed to give you some clarification on these letters.

**PE Coupon Invalid:** This rejection means the coupon in question is not a valid Land O'Lakes Purina Feed Manufacturer's coupon **OR** it is not a coupon that CMS redeems. These letters are accompanied by the rejected coupons.

**Action:** If you receive this letter, look on the back of the actual coupon itself to see where this coupon is to be redeemed. **NOTE:** Frequent Buyer Cards go to your Shipping Plant and some Bradfield Organic and Platform Horse Feed coupons go to CMS Services, 1 Fawcett Drive NOT CMS Services PO Box 426800

**EXAMPLE OF THIS REJECTION:** Submitting 5 Achieve Frequent Purchase Cards (PE0332) to CMS when they are suppose to go to your Land O'Lakes Purina Feed shipping/manufacturing facility.

**No Physical Coupon Submitted:** This rejection means that the number of coupons you've provided on your CMS **Coupon Redemption Form** does not match the actual count of coupons in your packet. These letters are NOT accompanied by the rejected coupons.

**Action:** See if your credit amount is accurate...Land O'Lakes Purina Feeds credits the amount of coupons that CMS counts in your packet even if your redemption form does not match that count exactly. If credit does not match, submit your dispute using the **Coupon Dispute Form** in this packet.

**EXAMPLE OF THIS REJECTION:** Retailer claims to have submitted: 10-CPNPE00108 and 5-CPNPE00109. CMS counts: 5-CPNPE00108, 5-CPNPE00109 and 5-CPNPE00110. Letter is issued for 5 missing CPNPE00108 but in actuality, the credit amount would be correct.

**PE Coupon Expired:** This rejection is fairly clear. All CMS coupons (those redeemed by CMS) have a 60 day post-expiration window in which the retailer can submit them for reimbursement. If the submission is postmarked more than 60 days after the expiration date, these coupons are expired and will not be accepted by CMS.

**Action:** Be sure you submit these within the 60 day post expiration window. Disputed claims for expired coupons will not be looked at in 2007.

**EXAMPLE OF THIS REJECTION:** PE0059 Expired on 12/31/06. Retailer has 60 days to submit for reimbursement. If the retailer waits until 3/10/07 to submit, then the postmark date on the packet will read 3/10/07 which is after the 60 day post mark and these coupons will not be reimbursed.

**CMS Toll Free Phone Number: 1-877-322-8355**