

1. Eligible Non-Profit groups may participate in the Pierre's Ice Cream Sweet Rewards Program.
2. In order to qualify for eligibility, groups must first fill out completely the Sweet Rewards Registration Form, which can be found on the Sweet Rewards Registration Page of the Pierre's Website.
3. The Registration Form must be accompanied with a copy of the organization's current 501 (c)(3).
4. If your group does not have a 501 (c)(3), the Registration Form must be accompanied with a letter, on the organization's letterhead, describing their non-profit work and the purpose of the group's fundraising initiative, and signed by:
 - Schools or PTA's: the school principal or superintendent
 - Faith-based groups: the senior clergy
 - Other non-profit groups: the executive director
5. Registration Forms and accompanying documents should be sent to:

Pierre's Ice Cream Company

Attn: Sweet Rewards Program

6200 Euclid Ave.

Cleveland, OH 44103

6. Once the Non-Profit has qualified to participate in Pierre's Ice Cream's Sweet Rewards Program, they may begin submitting UPC codes and receiving their earned donations.
7. Only UPCs from eligible Pierre's Ice Cream Products are redeemable in the Sweet Rewards Program (loose novelty items are excluded). UPC submissions will be determined to qualify at the sole discretion of Pierre's Ice Cream Company, the Sweet Rewards administrator or its designee ("Pierre's Ice Cream") and will not be returned. All UPC codes have a redemption value of .10¢ per UPC, unless otherwise noted on the package or certificate or in the promotions or offers.
8. "Mint" condition UPCs (UPCs that have not been obtained from actual retail packages) and any labels, proofs of purchase and certificates not obtained legitimately are void. Pierre's Ice Cream will make such determination in its sole discretion.
9. By submitting UPC codes, Non-Profit groups accept and agree to be bound by these rules and consent to the use of their names and/or photographs for advertising purposes without additional compensation, unless prohibited by law. Proof of eligibility and compliance with these rules is required. Participants may be required to complete and return an affidavit of eligibility and a liability release. Subject to all applicable federal, state and local laws and regulations.

10. UPCs must be sent for redemption according to the instructions located on the registration page and received no later than December 31 to be eligible for that year. No facsimiles, mechanically reproduced or seriously damaged, contaminated or filthy submissions will be accepted. All redemption materials, registration forms, etc. become the property of Pierre's Ice Cream Company and will not be returned. Pierre's Ice Cream Company is not responsible for lost, late, stolen, seriously damaged or misdirected mail, submissions, deliveries or correspondence.
11. UPC codes may be redeemed at a minimum of 100 UPCs valued at \$10.00 in a calendar year; maximum of 100,000 UPCs valued at \$10,000.00 per calendar year.
12. By submitting UPC codes, Eligible Non-Profit groups agree to these official rules. Pierre's Ice Cream, its officers, directors, subsidiaries or affiliates and their agencies and employees shall not be liable for any claims, injuries, losses or damages resulting from the Sweet Rewards Program.
13. Eligible Non-Profit groups may submit multiple orders during the redemption period (January 1 – December 31). Eligible Non-Profit groups may submit labels for "banking."
14. "Banking" is the term for depositing UPC submissions with Pierre's. Eligible Non-Profits at anytime can send in their UPC codes during the calendar year for Pierre's to hold "on account" until the group has completed their campaign and requested their full earned donation. However, all submissions of UPCs still need to be received by Pierre's by December 31. On December 31 all "Banked" UPCs at Pierre's will be the groups final collected amount unless otherwise cleared with Pierre's.
15. This offer is void where taxed, restricted or prohibited by law.
16. The terms and conditions of Sweet Rewards, including but not limited to redemption, and label banking instructions, are made a part of these Program rules in their entirety.
17. Proof of mailing is not proof of receipt. Pierres suggests groups ship UPC codes in a manner that is trackable (i.e. Registered Mail, UPS, FedEx, etc.) so that groups will have a proof of receipt.
18. All correspondence and questions pertaining to this program should be directed to:
Pierre's Ice Cream Company
ATTN: Sweet Rewards
6200 Euclid Ave.
Cleveland, OH 44103-3724
Telephone: 216-432-1144
Fax: 216-432-0001
Website: www.pierres.com
E-Mail: <mailto:SweetRewards@pierres.com>