



PERFORMANCE POINTS Frequent Buyer Program Rules

HOW TO JOIN

Mail or fax us the PERFORMANCE POINTS Frequent Buyer Program enrollment form, or enroll online at www.cequentgroup.com/performancepoints.asp. Note that only one enrollment is necessary and eligible for joining the program. All subsequent enrollments by the same individual will be void.

Upon receipt of your PERFORMANCE POINTS enrollment, our Redemption Center will send you verification of your enrollment and your account number.

HOW TO ACCUMULATE POINTS

The more you buy, the more points you earn and the more gifts you can receive. **Mail us copies of your invoices, with the qualifying products circled. Note "Performance Points" on the invoices.** We'll send you certificates to redeem for prizes.

GIFT REDEMPTION

Point totals required for gifts can be found in the gift catalog section of the website: www.cequentgroup.com/performancepoints.asp. You must accumulate the appropriate number of points to order a particular gift item. Please note that cash to make up the difference between accumulated point totals and the point total required for a particular gift item will not be accepted. All gifts must be ordered through accumulated point totals by sending your certificates to the Redemption Center.

HOW TO ORDER YOUR GIFT

An order form is included in this packet and can also be printed from the website. To order a gift, use the item number under each product description found in the website gift catalog. Write the quantity and appropriate product item number on the PERFORMANCE POINTS order form and mail it along with your certificates to:

PERFORMANCE POINTS Redemption Center
Attn: Program Coordinator
PO Box 40
Coldwater, MI 49036

Your gift will be delivered to you at the address provided when you enrolled, unless otherwise specified. Please allow at least six to eight weeks for delivery.

If you have any questions regarding a gift ordered, please call our program hotline at 734-656-3131. The operator will need your account number and the item number of the gift you requested. Be sure to keep a copy of your order form.

PROGRAM LIMITATIONS

- Program ends at midnight December 31, 2012. All gift items must be ordered on or before the program deadline (12/31/12).

- Employees of Cequent and affiliated companies, agencies, and/or distributorships are not eligible to participate or receive gift items.
- Certificates cannot be redeemed or transferred for cash, product discounts, or related devaluation of products and/or services.
- Any reproduction or forging of PERFORMANCE POINTS materials that reflect point / redemption value, will not be permitted. Violators will be prosecuted by law.
- Cequent reserves the right to verify a participant's proof of purchase if necessary.
- Redeemed invoice copy purchases that exceed the number required will be returned in the form of a "PERFORMANCE POINTS Certificate."
- All "PERFORMANCE POINTS Certificates" issued from the Redemption Center will be redeemable at their full value through 12/31/12.
- Points cannot be transferred to or from separate account numbers or individuals.
- Cash will not be accepted for difference between accumulated point totals and point values of gifts.
- Cequent reserves the right to substitute items of equal or better value should an item become unavailable or discontinued by its manufacturer.
- Cequent reserves the right to decline an order due to printing errors in the website, Clothing Brochures, or Program Rules.
- Any and all local, state, or federal taxes, tariffs, and/or brokerage charges on gifts received will be the responsibility of the recipient. A Form 1099 (US) or appropriate document (other countries) will be provided to recipients whose gift value exceeds \$600. (US)
- All gift items are covered by manufacturer warranties as described in owner's manuals and corporate policies of the manufacturer of the gift item. Cequent will not be responsible for damaged or defective gift items.
- Program void where prohibited by law.

Questions?

WEBSITE:

www.cequentgroup.com/performancepoints.asp

EMAIL:

daanderson@cequentgroup.com

REDEMPTION CENTER MAILING ADDRESS:

Cequent PERFORMANCE POINTS
Redemption Center
Attn: Program Coordinator
PO Box 40
Coldwater, MI 49036

PHONE ASSISTANCE:

734-656-3131
Attn: PERFORMANCE POINTS
Program Coordinator

FAX:

734-656-3009
Attn: PERFORMANCE POINTS
Program Coordinator