



**MILITARY
P R I D E**

Military Pride, Inc. Loyalty Program Terms and Conditions

- Customers earn points for every \$1 spent on any eligible product purchase, when a customer's name or email is provided at time of purchase in-store, on-line or by phone.
- Purchases earn points at the following rates: \$1 Loyalty Point for every \$20 spent on eligible product purchases.
- Once a Customer has accrued \$10 in Loyalty Points, 1) Online and Phone Customers will receive a \$10 coupon code via email and; 2) Retail Customer's Loyalty Points are redeemed at point of sale in the Military Pride store. On any subsequent purchase of \$20 or more, the Customer may choose to utilize the Loyalty Coupon Code within 60 days of receipt. The credit will be applied directly to the purchase at the time of the sale.
- A customer may check their accrued Loyalty Points by asking a Military Pride cashier either in-person or by phone.
- Military Pride reserves the right to delete accumulated Loyalty Points from customer's accounts after an inactive period of 24 months.
- Point calculations are based upon dollars spent at checkout, including shipping, on eligible purchases less any dollars spent on sales tax.
- Customers do not earn points for the amount of any rewards redeemed or discounts applied.
- When customers return products to the store or online, points previously posted to customer's account for that purchase will be deducted from their account.
- Points apply only to the first customer name in connection with any purchase.

- Points that remain on customer's account expire and are forfeited if the program is terminated.
- Customers who request Military Pride to delete their data from our database will forthwith lose any and all Loyalty Points accumulated by the Customer.
- All points and subsequent rewards must be earned and used according to the terms and conditions of the Military Pride Loyalty Program. Military Pride has the right to make the final decision on whether a purchase qualifies for Military Pride Customer Loyalty Program.
- Loyalty Points have no cash value and are not transferable and may not be combined among Military Pride Customer Loyalty Program customers or conveyed by any means to anyone, including through a customer's estate, and may not pass to customers' successors and assigns. Accrued points do not constitute property of the customer. Accrued points are not transferable by the Customer (i) upon death, (ii) as part of a domestic relations matter, or (iii) otherwise.
- Military Pride reserves the right to (a) permanently disable or suspend the Military Pride Loyalty Program, in the event of fraud or attempted fraud by the Customer (b) terminate the Military Pride Loyalty Program for any reason whatsoever by informing Customers on our website. In which event, Customers will be given a period of 130 days to use up his or her Loyalty Points, and upon the expiry of the said period of 130 days, any balance of unused Loyalty Points will be forfeited and invalidated (c) In the case of termination and /or suspension of the Military Loyalty Program, Military Pride will NOT be liable to Customer's for unused points.
- Military Pride shall be liable for any system malfunction, system failure or disruption in access to the Military Pride Loyalty Program, or any consequences, direct or indirect, arising from the same.

- Military Pride may at appropriate time and at its sole discretion revise these terms and conditions of use at any time by amending this page. Customers are therefore advised to check this page from time to time to take notice of any changes Military Pride has made. Customers understand and agree that any use of the Military Pride Loyalty Program after the date on which the terms and conditions have changed are subject to the amended terms and conditions.

These general conditions are available on www.militaryprideonline.com/faq.

This document was last updated September 29, 2014.