



CUSTOMER REWARDS PROGRAM



ENROLL ■ EARN ■ REDEEM

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■ DESCRIPTION ■

Nutra Blend's Customer Reward Program (CRP) allows active customers to enroll in and receive credit, in the form of points, for the purchases they make. These points can be redeemed for merchandise available on the rewards store, attend the Customer Rewards Trip, or make Drive to Feed donations.

■ PURPOSE ■

The purpose of Nutra Blend's Customer Rewards Program is to say "thank you" to Nutra Blend's many loyal customers.

■ DEFINITIONS ■

Blitz and/or Promotion Points - Extra points given in addition to membership points for various activities within CRP. Depending on the bonus point program, they are often a temporary program.

Customer - The Company who orders and pays for the product(s) obtained from Nutra Blend.

Customer Representative - This term is used interchangeably with Representative. It is the person within the company/customer who makes decisions on behalf of the company/customer for issues related to CRP.

Customer Reward Program (CRP) - This is the term used to describe the program outlined and defined within this document.

Customer Rewards Trip - A week long corporate incentive trip hosted by Nutra Blend, as the ultimate redeemable prize for CRP. This event allows a customer to redeem points for a spot on this trip which includes hotel, airfare, transportation and attendance to several events including a symposium, trade show, concerts, dinners, parties and excursions.

Rewards Store - The online platform where customers can redeem their points for merchandise and make Drive to Feed donations.

Standard Points - Every purchase a CRP member makes receives standard points. These are points awarded for the purchase of any product through Nutra Blend. These points are solely based on a per dollar spent basis.

Supplier Points - Vendors offer a heightened point schedule for select products throughout the year. These points are awarded above and beyond Standard points and are calculated as per dollar or per pound purchased.

Points - The numeric value given for various activities within CRP. Points can be accumulated and redeemed for merchandise on the rewards store, attend the Customer Rewards Trip or make Drive to Feed donations.

Purchase - Ordering and paying for any feed product procured from Nutra Blend.

Salesperson - A representative of Nutra Blend whose responsibility is to serve the needs of the customer.

■ TERMS AND CONDITIONS ■

Eligibility:

Any Nutra Blend customer is eligible to enroll in the CRP except:

- Any company Nutra Blend, at its sole discretion, chooses not to offer enrollment to for any or no reason.

If a customer enrolled in CRP has no purchases for (12) twelve consecutive months, the customer will forfeit both their membership and all unused points accumulated in it.

The representative of the customer enrolling in CRP must have appropriate purchasing authority on behalf of the company/customer.

The representative of the customer enrolling in CRP must be an employee of the company/customer

The representative of the customer enrolling in CRP must have appropriate authorization and/or permission from the Company/customer to enter into such an agreement.

The representative is in no way to personally benefit from CRP

without knowledge of such by his/her management in the company/customer.

Only one representative can sign up for the same piece of business. For example, a ship to location and a separate bill to location cannot both earn points for the same invoice(s).

Violations of any above eligibility requirements may cause suspension of CRP membership and could cause forfeiting of any and all unused points.

■ PROCESS ■

Sign Up:

To sign up, the following steps must be completed:

1. The customer representative must completely fill out and sign an enrollment form. A print or electronic enrollment form is available to be filled out and returned to your Nutra Blend representative.
2. The Nutra Blend representative must sign and turn in the enrollment form to the CRP Administration Manager.
3. The CRP Administration Manager must approve the enrollment form and enter the customer into the program.

Points System:

CRP Points:

Points are calculated as 1 point is equal to .001 cents.

Standard Points- 1 point for each dollar spent directly with Nutra Blend.

Vendor Points- Vendors will sponsor additional points throughout the year to promote their specific product(s) through CRP. Nutra Blend will make members aware of any Vendor point programs

as they are made available.

Blitz Points - Vendors will host a Blitz offering a heightened point schedule for select products during a set time limit of up to 5 days.

Promotion Points - Vendors will host a Promotion offering a heightened point schedule for select products during a set time limit of up to 30 days.

Tracking Points:

Once a month, Nutra Blend will update the point totals and will post those numbers to the customer's CRP account. Customers wishing to review their point balance can contact their salesperson or login at www.nutrablend.net and access their account directly.

Each customer may view his/her account by using their own unique Login ID and Password from Nutra Blend's website. Customers may view their account transactions on the website and may visit the Rewards Store.

■ REDEMPTION OF AWARDS ■

The Rewards Store is where CRP participants can browse through the selection of over 900 high-quality reward items. If enough points are in their account, they can submit an online order to redeem those points for merchandise.

Redemption requests for items are accumulated in a list of items to be ordered and then processed online as electronic purchase orders.

Items will normally be delivered within 10 business days of the time the order is placed. Items will be shipped directly to the address chosen by the customer representative and listed on the enrollment form. The shipping address can be changed by contacting the CRP Administration Manager prior to the item being shipped.

All reward items (excluding trips) are backed by a 100 percent "no questions asked" guarantee and participants are provided a 24 hour, 7 days a week, toll free number to use if they have questions or challenges with any items they receive.

■ SUBMIT ENROLLMENT FORM ■

Contact your Nutra Blend sales representative for more information or to submit an enrollment form.

Mail to: Nutra Blend 3200 E 2nd Street Noesho, MO 64850
Email to: marketing@nutrablend.net



Nutra Blend Customer Rewards Program Customer Enrollment Form

3200 E. 2nd Street | Neosho | MO | 64850 | 417-451-6111

COMPANY NAME:

ADDRESS:

CITY: **STATE:** **ZIP:**

PHONE: **EXT:** **FAX:**

CUSTOMER CONTACT INFORMATION:

NAME: **TITLE:**

EMAIL: **PHONE:**

CRP ACCOUNT INFORMATION:

CRP PASSWORD REQUEST:

CRP SHIP-TO ADDRESS: *(IF DIFFERENT THAN ABOVE. NOTE: CANNOT SHIP TO A POST OFFICE BOX)*

CUSTOMER SIGNATURE: _____ **DATE:** _____

NB SALES REP SIGNATURE: _____ **DATE:** _____

NUTRA BLEND SALES REPRESENTATIVE

PRIMARY CUSTOMER ACCOUNT NUMBER:

Please list the primary Nutra Blend customer account number that the CRP points will be applied under. This will also be your customer's login ID for the online rewards account.

ADDITIONAL CUSTOMER ACCOUNT NUMBERS (IF APPLICABLE):

Please list all additional Nutra Blend customer account numbers and locations that are associated with this CRP account.

Office Use Only:

Date Submitted to Accounting: _____

Date Account was Activated: _____

Date Submitted to AllStar: _____

Date Customer was Notified of Activation: _____

