

## Big Red Liquors VIP Membership Terms and Conditions:

**General:** Welcome to Big Red Liquors' VIP Program, a program designed to offer valued customers an enhanced experience and the opportunity to save money on promotional items and receive notifications on new product releases, sales and events. VIP Members will have special member pricing on hundreds of items every day. All valid ID holders, 21 years and older of legal drinking age and meeting appropriate state laws are eligible for Big Red VIP membership free of charge. Sign-up at any Big Red Liquors store location. Sign up in the Big Red Liquors' VIP Program constitutes acceptance of the terms and conditions. Members will be notified of special promotions, hard-to-find product, rare releases, special events and more. By joining the program, Members agree to receive marketing communications via mail, email and phone (message and data rates may apply). If a member no longer wishes to receive notifications, please unsubscribe by clicking "unsubscribe" at the bottom of any email or replying "END" to any SMS text message or by contacting [support@bigredliquors.com](mailto:support@bigredliquors.com) with your request.

**Members:** Big Red Liquors VIP Program is open to all valid ID holders, 21 years and older of legal drinking age and meeting appropriate state laws are eligible for Big Red VIP Membership, free of charge. Program membership is only available to individuals and will not be available to corporations, businesses, charities, partnerships, enterprises, or other entities, Membership in the Program is free and no initial purchase is required. Enrollment in the Program is acceptance of the terms and conditions. Big Red Liquors reserves the right to refuse issuance of a VIP Rewards Membership to any customer who does not follow the enrollment procedure or qualifications. Member should promptly notify Big Red Liquors of any changes to Personal Information such as name, address, telephone number, and email address either by calling a customer service representative at (317) 510-2066 or email at [bigredliquors.com/contact/](mailto:bigredliquors.com/contact/). Big Red Liquors reserves the right to cancel any VIP Membership for which it has incomplete, inaccurate, false or fictitious personal information. Members must use their account at least once in a 12 month period to remain in the Program. Big Red Liquors reserves the right to remove membership for any member that has not used their VIP Membership for a valid purchase within the previous calendar year. Membership enables a participant to receive promotional discounts on certain qualified purchases. Members must present his/her personal Customer ID or VIP Card (if issued) to the cashier prior to purchase transaction in order to receive the promotional pricing. Any fraudulent or unauthorized use of the Account or Card (if issued) is strictly prohibited, and may result in termination or disqualification from the Program. The Card is not a credit card. The Card is the property of Big Red Liquors and it may be revoked at any time by Big Red Liquors at its sole discretion. Any unauthorized reproduction of the Card may lead to legal prosecution and forfeiture of membership in the Program. Each member is responsible for remaining knowledgeable about the Program terms and conditions. Big Red Liquors reserves the right to disqualify Members who have violated any of the Program terms and conditions. Big Red Liquors reserves the right to change the terms or conditions of the Program or terminate the Program at any time without prior written notice. Communications about Big Red Liquors Rewards Program, including changes to the Program, will be posted on [bigredliquors.com/vip](http://bigredliquors.com/vip).

**Legacy Redemption Dollars:** Members who were enrolled in the program prior to January 14, 2020 may have a point or "Big Red Buck" balance on their account. Any balance earned prior to January 14, 2020 will be available for redemption until March 31, 2020. Beginning January 14, 2020 VIP transactions do not accrue points or Big Red Buck's. Legacy Points or "Big Red Buck's" earned prior to January 14, 2020 are earned at a rate of .05% and solely determined by Big Red Liquors. At all times Redemption Dollars are the sole property of Big Red Liquors and not the Members. VIP Redemption Dollars, "Big Red Buck's", have no fixed value, may not be redeemed for cash, and are not transferrable to any other individual or entity. At Big Red Liquors discretion, Members may choose to redeem Dollars once the minimum balance is achieved (\$1.00 BRB) and apply to purchase, or continue saving to redeem at a later date for a qualified purchase. If Member elects to redeem "Big Red Bucks" the value of the Redemption Dollars will be deducted from the total price of the Member's purchase. Big Red Liquors will make Redemption Dollars available to members as a benefit of a program that can be modified, changed, and removed at its discretion and without notice at any time. **After March 31, 2020, Redemption Dollars or "Big Red Bucks" will be eliminated and not available for redemption.**

Legacy Redemption Dollars, or "Big Red Buck's", may be used through March 31, 2020 to purchase qualified non-alcoholic beverage, food, accessories and promotional service items. Redemption Dollars will not be paid out in cash and may not be used for the purchase of the following: wine, spirits, beer, cigarettes, lottery tickets, gift baskets, gift cards, event ticket purchases; other exclusions may apply in accordance to Indiana state law and Big Red Liquors. Big Red Liquors may, at any time and without notice, change, eliminate, or terminate the Point earning and redemption procedures and offerings, including but not limited to imposing time limits and changes in point values and reward levels. Upon redemption, the Rewards Dollars will be immediately deducted from Member's account. Once Rewards are redeemed, Rewards cannot be credited back to Member's account. When returning items paid with Redemption Dollars, the Redemption Dollars will be reinstated to Member within 10 business days.

**Use & Privacy:** Personal information collected is not shared with third parties at any time and used only to enhance the Member's shopping experience. By participating in the Program, Member agrees to allow Big Red Liquors to communicate via mail, email, phone and other channels. Company may use these channels to communicate Member account status, notify Member when they are eligible for a reward, communicate program changes, and offer special Member promotions, coupons, and more. Big Red Liquors will protect the privacy of Member information and will not share with third-party organizations.

July 1, 2020