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## MARS CHOCOLATE NORTH AMERICA – 2017 THEATRE OPERATOR PROGRAM AGREEMENT

### ALLOWANCE OFFER – *Peg Pack, Sharing Size, Grab N Go Packs*

For each calendar quarter during 2017 (each an “**Eligible Quarter**”), MARS Chocolate North America, LLC (“**Mars Chocolate NA**”) will provide an (“allowance”) to each eligible U.S. theater operator (an “**Operator**”) the qualifying percentage multiplied by the list cost of the qualifying MARS Chocolate NA products set forth on Schedule I hereto (the “**Product**”) purchased in the Eligible Quarter, based on the number of Product SKU's permanently stocked and made available for sale by Operator each and every day of the Eligible Quarter; provided that all products are purchased from MARS Chocolate NA or an Eligible Distributor (defined below):

 Program Levels	Number of <u>MARS Brands</u> SKU's Stocked During <u>Eligible</u> <u>Quarter</u>	<u>Rebate Percentage Allowance Schedule</u> % Allowance Per Case/ Product Purchased During Eligible 2017 Quarter
		Percentage paid on <b>List Case Cost</b> when qualifying SKU's are in Stock at all times
<b>Bronze</b>	3	4%
<b>Silver</b>	4	8%
<b>Gold</b>	5	10%
<b>Platinum</b>	6+	12%

*\* Rebates will be automatically issued by Custom Data Solutions if purchases are reported through a reporting distributor.  
Reporting Distributors and Non-Reporting Distributors are listed below*

*\*\* All Theater Operators must sign and return the Theater Operator Program performance agreement to CDSI at the below address to qualify for the 2016 program*

“**Eligible Distributors**” are the following authorized Specialty Markets Distributors: Continental Concession Supply Inc., Gold Medal Products Co., Great Western Products LLC., Indiana Concession Supply LLC., Liberty Distribution INC., Mountain States Concessions, Movie Foods LLC., Prima Distribution Inc., Royal Paper Corporation, Showtime Concession Supply Inc., Tri-State Theatre Supply Co., VISTAR, Western Concession Distribution LLC., Y.Hata & Company Limited

**Reporting Distributors:** Continental Concession Supply Inc., Great Western Products LLC., Liberty Distribution INC., VISTAR

**Non-Reporting Distributors:** Gold Medal Products Co., Indiana Concession Supply LLC., Mountain States Concessions, Prima Distribution Inc., Royal Paper Corporation, Showtime Concession Supply Inc., Tri-State Theater Supply Co., Western Concession Distribution LLC., Y. Hata & Company Limited, Movie Foods, LLC

### To Claim Rebate

To claim business building allowance, Operator must:

1. Complete and sign this Theater Operator Program Agreement and send to CDSI at the address below. Agreements received 3 weeks after the start of a quarter will not qualify for payment for that quarter. Enrollment into the program will begin the next quarter.
2. For Operators purchasing from Non-Reporting Distributors: At the end of each quarter, complete the information in the Rebate Request Form (attached) concerning Operator, Product SKU's stocked and made available for sale on each and every day of the Eligible Quarter at each of the Operator's theater locations, and the number of cases/sleeves of Product purchased during the Eligible Quarter.  
Operators purchasing from Reporting Distributors do not need to fill out a rebate request form.
3. Sign and date the Rebate Request Form
4. Send completed Rebate Request Form, together with documentation showing number of Product SKU's permanently stocked and made available for sale on each and every day of the Eligible Quarter at each theater location, and proofs of purchase indicating the number of cases/cartons/sleeves of Product purchased during the Eligible Quarter for each theater location, to:

By Mail:  
**Custom Data Solutions, Inc.**  
Attn: Mars Theatre Program  
PO Box 1088, Sterling Heights, MI 48310

By Fax:  
Fax: (586) 722-2045  
**Attn: Mars Theatre Program**

By Email:  
Email: [marshelpdesk@custdata.com](mailto:marshelpdesk@custdata.com)  
**Attn: Mars Theatre Program**

Rebate Request Forms must be completed in full and received by **CUSTOM DATA SOLUTIONS, Inc.** within one (1) month after the end of the Eligible Quarter. **Important:** Rebates will be paid when total amount of Rebate(s) exceeds twenty five dollars (\$25).

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#### Rebate Payment

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Rebates will be paid by check made payable to the Operator name on file with CDSI or the Rebate Request Form approximately 6-8 weeks after receipt of completed Rebate Request Form. Rebates may be claimed with respect to Product(s) participating in MARS Chocolate NA 2017 Quarterly Theater Incentive Programs, but may not be claimed with respect to Product(s) participating in any other MARS Chocolate NA trade program.

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#### General Provisions

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Operator may not deduct any Rebate amount from payments due to MARS Chocolate NA. MARS Chocolate NA reserves the right to audit Operator's performance and bill back Operator for any Rebate for which Operator did not qualify. MARS Chocolate NA further reserves the right to amend and/or terminate this Rebate Program at any time on at least 30 days prior written notice to participant operators.

Theater Operator Name: \_\_\_\_\_ (Please Print)

By: \_\_\_\_\_ (Authorized Signature)

Name: \_\_\_\_\_ (Please Print)

Title: \_\_\_\_\_ (Please Print)

Date: \_\_\_\_\_, 2017

#### Please list Distributor Name and Account Number

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Distributor Name

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Account Number

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Distributor Name

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Account Number

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Distributor Name

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Account Number

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Distributor Name

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Account Number