H-E-B Partner Discount Card
Terms and Conditions

The Valued Partner Perks program provides you access to savings, discounts and special offers, and it's exclusively for H-E-B Partners! The program includes a discount card that will give you 10% off any H-E-B, Central Market, Hill Country Fare, Hill Country Essentials, EconoMax or H-E-Buddy brand products (as described below in these Terms).

The Partner discount is offered under the Valued Partner Perks Program at the sole discretion of H-E-B. By using the Partner discount card, you agree that you have read and understand these Terms and Conditions and that you agree to be bound by these Terms and Conditions. It is your responsibility to understand the eligibility rules that apply to you and to ask for a discount only where you are eligible.

Discount Policy
The Partner Perks discount applies to merchandise purchased and paid for by Partners and their qualified family members who have been issued a discount card. For purposes of this Program, a "qualified family member" of a Partner is defined as an immediate family member that resides in such Partner's household. All U.S. Active Partners, Retirees and Foundation Members are eligible to participate in the Valued Partner Perks Program as well as Partners on Educational Leave of Absence or on a Personal Leave of Absence, each not to exceed a 12 month period. The term "Partner" as used in the following Terms includes Active Partners, Retirees and Foundation Members.

Eligible purchases include items for the Partner's personal use only. Purchases made for later reimbursement by individuals or H-E-B accounts, not otherwise eligible for the discount, are prohibited.

The Partner Perks discount card must be presented at the time of purchase. The Partner Perks discount applies when the purchases are made with cash, check, H-E-B gift card, H-E-B MasterCard or other credit cards, WIC, or Lone Star Card. The Partner Discount is also allowed when PIN debit cards are used. Purchases made using promotional coupons and H-E-B reward certificates are eligible for the discount. The Partner Perks discount will not be applied to online purchases.

A Partner's eligibility for the Program is at the sole discretion of H-E-B.

These benefits are provided under a qualified employee discount program under the Internal Revenue Code and are not provided under an employee benefit plan subject to ERISA.

Discount Cards
You will receive one (1) Partner discount card by mail, when you are hired. You may also receive one (1) additional Partner discount card for use by your qualified family member, who must be identified at the time you request the additional card. You may request the 1 additional Partner discount card either by phone at 210-938-7555 (or toll free at 1-800-597-0653) or online at heb.com/perks.

No person other than you (the Partner) or your qualified family member will be eligible to receive the Partner discount.

There is no charge for the first set of two (2) Partner discount cards (ie. Partner plus qualified family member). If your discount card is lost or stolen, or if you would like to change the name of the qualified family member on your 1 additional discount card, you may do so either by phone at 210-938-7555 (or 1-800-597-0653) or online at heb.com/perks. There will be a $5 charge for replacement or substitute discount cards, and this charge will be processed as a payroll deduction.

Partner discount cards are the property of H-E-B and must be returned when a Partner ceases to work for H-E-B for any reason. Partner discount cards will be deactivated upon separation of employment.

Card Registration
All Partner discount cards must be registered by the eligible Partner, Retiree or Foundation Member before use. You may register your card either by phone at 210-938-7555 (or 1-800-597-0653) or online at heb.com/perks

The Discount You may use the Partner discount card at any H-E-B, Central Market, Mi Tienda, or Joe V's store in Texas. When you or your qualified family member present the Partner discount card at H-E-B, Central Market, Mi Tienda, or Joe V's, you will receive a 10% discount on Own Brand Products. The Partner discount applies to regular, promotional and clearance-priced merchandise. For purposes of this Program and subject to the exclusions states in these Terms, **"Own Brand Products" includes all H-E-B, Hill Country Fare, Hill Country Essentials, Central Market, EconoMax, and H-E-Buddy branded products in the following categories:**

- Grocery
- Bakery
- Market, Deli, Prepared Foods and Seafood
- Produce
- Drugstore and Pharmacy
- General Merchandise
- Texas Backyard
- Floral

At this time, the Program also includes products with the following brands: GTC, Dining Style, EXLR8, Holiday Market, Texas Style, Chef Style, Funderful, Risk, Sear N Smoke, Outdoor Solutions, Wee, Personal Expressions, Orchid, Eyefull, All About U, Texas Girl, and Growers Select. **H-E-B reserves the right to change the products eligible for the Partner Perks discount at any time and for any reason.**
The products and services which are excluded from this Program and therefore not eligible for discount include:

- *All products not bearing* one of the brands listed above
- Any and all services offered generally to H-E-B customers
- All products packed with a scale label (e.g. Market, Seafood and Produce)
- All gift cards (H-E-B and third party)
- Cigarettes and tobacco products
- Alcoholic beverages
- Lottery tickets
- Service providers (e.g. Western Union wire transfers or money orders)
- Prescription drugs
- Gasoline
- Photo services
- Online purchases at www.heb.com
- Delivery and transportation charges
- Finance charges

The Partner Discount has no cash value. You will not receive any cash back in connection with any purchase to which the Partner Discount is applied.

Abuse of Discount Privileges Violation of these Valued Partner Perks Terms and Conditions or abuse of the Partner discount privilege may result in revocation of the discount privilege and/or discipline, up to and including termination of employment. Violation or abuse by an individual who is not a Partner may result in action, including revocation of the discount privilege.

Changes to the Program and these Terms and Conditions H-E-B has the right to change, limit, modify or cancel the Program and these Terms and Conditions with or without notice. Please call 1-800-597-0653, or visit partnernet.heb.com to obtain a copy of the current Terms and Conditions. Continued use of the Partner Discount Card following any change(s) to these Terms and Conditions constitutes your acceptance of such change(s).
Personal Information and Communications H-E-B collects, stores and uses data gathered through purchases made with the Partner Discount Card or as otherwise in its conduct of the Program. This information includes but is not limited to Partner identification, e-mail address

and sales transaction data. This data may be shared with and used by third parties in order to help us and our business partners better understand and serve our Partners and customers, to customize your shopping experience, or to measure and improve the quality and effectiveness of our store service and program offerings. We may also use this data in the conduct of our internal loss prevention efforts to avoid unnecessary loss to H-E-B. By using the Partner Discount Card you consent to H-E-B's use of information about you as set forth in these Terms and Conditions. If you do not agree with these Terms and Conditions, you may choose not to use the Partner Discount Card.

H-E-B will not sell, trade, rent, or otherwise disclose our Partners' information gathered from the Valued Partner Perks Program to outside companies or marketing firms except to do so in connection with the sale of assets, in connection with loss prevention efforts to defend ourselves, or as otherwise described in these Terms.

All materials and any notices will be sent to you at your mailing address, as contained in our records. If you change your mailing address or e-mail address, please inform us by calling the contact number below.

H-E-B has the sole discretion to interpret and apply these Terms and Conditions and adjudicate other questions or disputes relating to the Program.

You may contact us with any questions or comments at:

Direct Mail Address:
H-E-B
Attention: **Partner Service Center**
P.O. Box 839999
San Antonio, TX 78283-3999

Telephone:
Partner Service Center
210-938-7555
1-800-597-0653