



August, 2013

www.cobornsgives.com

Dear Parents:

Coborn's, Inc. recognizes that a strong education prepares today's youth to be tomorrow's leaders. That's why I am pleased to share with you that, in the 2012-2013 school year, Coborn's raised over \$128,000 to support more than 425 local schools and child-care facilities that participated in our Labels for Learning program. This year, our goal is \$150,000.

Labels for Learning is simple. The program rewards customers who purchase our Private Label brands with points. The more private label items the customer buys, the more points they receive. These points are then collected by participating schools and child care facilities and are then redeemed for cash to benefit the organization. FREE MONEY to your organization!!! This year, the Labels for Learning program will run from August 18, 2013 through June 14, 2014.

AS EASY AS 1-2-3:

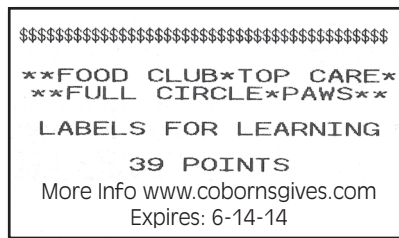
1. Customers purchase Food Club, Full Circle, Paws and Top Care products to receive Labels for Learning points, which are listed on a separate printing attached to their Coborn's or Cash Wise store receipt.
2. Customers drop those point receipts into their school or child care facilities' designated collection box.
3. Throughout the school year, Coordinator sends your receipt points to Coborn's, Inc. for redemption.

There are now more than 3,000 different Food Club, Full Circle, Paws and Top Care products available at all Coborn's and Cash Wise stores – many of which are household essentials you buy every day. And, we are so confident in the quality of each of these brands that we offer a 200 percent satisfaction guarantee on all purchases.

Together, we can improve the quality of our children's education & school environment.

Sincerely,

Andy Knoblauch
Senior Vice President of Sales and Merchandising



Sample of Receipt with Labels For Learning Points



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