

Dear Retailer:

This consumer has notified us that your store would not accept her Coupans, Inc.-powered coupon. We thought this flyer would help you better identify legitimate coupons printed using our technology. We have taken a number of measures to ensure the security and integrity of our coupons, and our clients, among them the world's largest consumer packaged good companies, trust us with their promotional campaigns.

There are two types of coupons created using Coupans, Inc. technology; coupons printed on plain paper at home or work by consumers and our CustomerCare Print and Mail™ coupons which are printed by Coupans, Inc. on double-sided security paper and mailed to the consumer. The design and layout of both coupons are the same:



If you question whether a coupon might have been altered, our coupons can always be authenticated at www.veri-fi.com. Follow the instructions and the site will verify the specifics of the coupon, including the value that should be printed on it, and a “no later than” date for the expiration.

CustomerCare Print & Mail™ coupons are printed on blue safety paper. This paper has a faint “VOID” pattern embedded in the blue printing. This VOID stamp will show up clearly if the coupon is photocopied or scanned. They also have printing on the reverse side of the coupon, and a special white-ink feature that will reveal a logo when rubbed with a coin. Photocopies of this pattern will not reproduce the rub-to-view feature.

We hope this explanation has been helpful. If you have any further questions, please contact us at 650.947.3900, or visit us online at <http://www.couponsinc.com>.

Jeff Weitzman
President & COO
Coupans, Inc.