



**Statement of
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NEWS RELEASE

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Countering the Counterfeiters

The Coupon Information Center (CIC) is pleased to announce that, effective immediately, Unilever US will begin placing the CIC optical security device to fight counterfeit coupons on free and high value consumer response product coupons. Unilever is the 4th largest couponer by volume in the United States.

Once a rare event, new counterfeit coupons are now detected almost weekly. A single counterfeit can cost the industry millions of dollars. These Counterfeits hurt all industry participants: manufacturers, retailers, vendors, and, most importantly, honest consumers trying to balance their budgets.

The optical security device was developed by The Coupon Information Corporation (CIC), its Members, and OpSec Security, Inc., a security firm specializing in anti-counterfeiting techniques. The device is intended to stop counterfeiters and to provide retailers with the ability to instantly determine whether or not a coupon is legitimate. The CIC, which is a not-for-profit corporation, provides the artwork for the security device free of charge to any manufacturer agreeing to implement the procedure. You can view a short video of this security measure at <http://www.cents-off.com/demo.htm>.

Mary Ann Pindulic, CIC's President and Unilever Representative, noted: I am pleased that we are able to protect our shareholder value by fighting coupon counterfeiters with the CIC and look forward to additional manufacturers implementing this common sense deterrent over the coming weeks.

Additional information about coupon fraud is available at our Web Site: www.cents-off.com

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