

# Counterfeit Coupon Alert-Update

This is an update to the January 5, 2010 CIC Counterfeit Coupon Alert. The original alert is available at: <http://www.cents-off.com/doc/CounterfeitCouponAlertJanuary52010.pdf>

## Additional Counterfeits

11 additional counterfeits have been identified since the first alert.

Brand	Value	Expiration	BarCode	
Blue Bunny 1 Frozen Item	\$3.00	12/31/10	5 70640 20087 8	0070640-100150
Blue Bunny 1 Frozen Yogurt	\$3.00	12/31/10	5 70640 14387 5	0070640-100172
Blue Bunny 1 6-PK Champ! Cone	\$3.00	12/31/10	5 70640 14387 5	0070640-100171
Hasbro 1 Nerf-strike	\$5.00	12/31/2010	5 65356 00073 4	0065356-075835
Marlboro Ultra Lights 100	\$5.00	2/13/2010	0 28200 00074 4	0028200-827364
Motrin any product	\$5.00	February 28, 2010	04380577	
Nintendo Wii	BOGO	07/01/2010	5 45496 00014 6	0045496-434748
Sony Playstation	\$50.00	05/15/2010	5 11719 00000 2	0011719-021242
Tyson's Dino Nuggets 1 bag	\$4.00	June 30, 2010	5 23700 000939 (8100) 0 78534	
World of Warcraft Expansion PK	\$10.00	03/20/2010	5 20626 00061 6	020626-541184
X-Box 360 Wireless Controller	\$10.00	12/31/2010	5 71921 00082 5	071921-524862

## Coupon Redemption Addresses

While many of the counterfeits featured addresses legitimately used by CMS, numerous other redemption addresses have also been identified on the counterfeits, including addresses used by other clearinghouses, corporate addresses and other locations. Indeed, a recent comment by one of the scam participants, apparently determined to cause confusion with the industry, noted:

**Anonymous** 01/05/10(Tue)22:47:34 No.186453168  
 >>186452395  
 Send the Kraft coupons to General Mills  
 Send the General Mills coupons to Kraft  
 Send the Procter & Gamble coupons to Sanyo Electronics.

**It would be inappropriate and counterproductive to reject a consumer's coupon based solely upon it having a CMS redemption address.**

Please call CMS at (800) 285-7602 if you have any questions regarding coupons utilizing their address.

## SMARTSOURCE Developments

According to SmartSource.com, effective immediately, all SmartSource.com coupons will have a new watermark and template. The previous template used by the counterfeiters has been discontinued. The new coupons have a number of anti-counterfeiting measures built into their design. Additional security features will continue to be added over the next several days.

Note that there are still coupons in circulation with the old template that were legitimately printed by honest consumers before the template change. These coupons will go out of circulation as they are used or expire over the next thirty days. Unlike most of the counterfeits identified over the past few days, **there are currently no legitimate SmartSource.com coupons in circulation that expire in November or December 2010.**

SmartSource.com has provided the CIC with a pdf file of 66 of the known counterfeits. This 15 Mb File is available at this [LINK](#).

SmartSource.com is committed to and is actively working with several other industry participants to bring the perpetrator(s) of this crime to justice.

Additional Public Service Announcements will be available shortly.



This Public Service Announcement has been provided by The Coupon Information Corporation, SmartSource.com and CMS. The Coupon Information Corporation is a not-for-profit organization dedicated to enhancing the integrity of the coupon redemption process. Visit the CIC web site at [www.cents-off.com](http://www.cents-off.com) for more information about coupon fraud.