

\$2,500 REWARD

For information leading to the successful prosecution of the individual(s) responsible for producing this counterfeit coupon*.

This counterfeit should not be accepted at retail stores.

MANUFACTURER'S COUPON Expires: 12/31/2010



Save \$1.50
on any Pop Tarts® product

CONSUMER: Redeem only one coupon per product(s) and size(s) indicated.
RETAILER: If all terms are met, we will reimburse you the face value plus 8¢ handling.
TERMS: Coupon must be redeemed in accordance with Kellogg's coupon redemption policy (copies available upon request). Invoices providing proof of purchase of sufficient stocks of couponed merchandise must be shown upon request. Cash value 1/100 of 1¢. Coupon good only in USA on specified product(s). Limit one coupon (any kind) per product(s) indicated. Consumer must pay sales tax. Any other use constitutes fraud and may be prosecuted. Coupon void where prohibited, taxed, or restricted by law.
Mail to: Kellogg, CMS Dept. #56426, 1 Fawcett Dr. Del Rio, TX 78840. ©2010 Kellogg

Pin Number
87654321

Offer ID#
6427

Dealer: This coupon may appear in color or black & white. Coupon void if copied or transferred

0003800-054765



COUNTERFEIT COUPON



POWERED BY
SMARTSOURCE®

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INDIVIDUALS AND INTERNET SITES ATTEMPTING TO REDEEM, TRANSMIT, AUCTION, POST, REPRODUCE, TRANSFER, BARTER OR SELL COUNTERFEIT COUPONS MAY BE SUBJECT TO CRIMINAL PROSECUTION AND/OR CIVIL ACTION

This public service announcement and reward program* has been provided by Kellogg Company, owner of the registered trademarks, and by The Coupon Information Corporation, 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 for more information about coupon fraud.



* See Page Two for Terms & Conditions

**CIC REWARD FOR TIPS LEADING TO THE PROSECUTION
OF THE COUPON COUNTERFEITER(S) AND RESULTING RESTITUTION REGARDING COUNTERFEIT COUPON
IDENTIFIED ON PREVIOUS PAGE.**

Subject to the conditions below, the Coupon Information Corporation (“CIC”) hereby offers a reward of \$2,500 or 25% of the restitution awarded to and collected by CIC and/or CIC’s Members, whichever is less, for information concerning counterfeit coupons identified on the previous page where:

1. Such information is provided to CIC on or before April 16, 2010;
2. When referred to law enforcement officials deemed appropriate by CIC in light of the geographic location of the alleged counterfeiting activities, the information prompts law enforcement officials to initiate a new investigation of such activities; and
3. That investigation leads to a prosecution and/or plea agreement resulting in the payment of restitution to CIC and/or one or more of its Members.

CIC notes that, while it will take reasonable steps, if warranted, to encourage these matters, it has no ability to control 1) whether law enforcement officials decide to initiate an investigation, 2) the scope and intensity of any such investigation, 3) whether law enforcement officials seek restitution in any plea agreement and/or a court orders restitution and 4) whether restitution is awarded and actually paid.

CIC is not a law enforcement agency and will not conduct any investigation itself. Also, the information must lead to a new investigation; providing information or cooperating in an ongoing or previously-initiated investigation is not sufficient. Finally, as is evident from the terms above, if there is no restitution there will be no reward.

Any questions concerning this offer may be directed to Bud Miller, Executive Director of the CIC, at 703-684-5307.