



# \$2,500 REWARD

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

**Retailers, please do not accept this counterfeit coupon.**

MANUFACTURER'S COUPON      EXPIRATION DATE: 5/31/09

**FREE**      **PURINA**

**COUNTERFEIT COUPON**

(up to \$15.74) one (1) pack  
up to 72 oz. (4.5 lbs.),  
of any dry/semi-moist  
Purina® brand Pet Food

IN SHELF PRICE  
\$ 7.49  
(up to \$15.74)

90308

MANUFACTURER'S COUPON      EXPIRATION DATE: 5/31/09

90309

CONSUMER: Required purchase necessary. Coupon may not be copied or transferred. No other coupon may be used to purchase the same package(s). Fraudulent submission or receipt could result in legal action or prosecution under federal mail and/or computer fraud statutes.

RETAILER: Nestlé Purina PetCare Company, CMS, Dept. #17800, 1 Fawcett Drive, Del Rio, TX 78840 will redeem this coupon per our Coupon Redemption Policy, available upon request (in the case of free goods, shelf price). Consumer must pay sales tax: **GOOD ONLY IN USA, APO'S, FPO'S. Void where prohibited. Cash value: 1/20¢**

**Counterfeit Coupon**

5 17800 00000 5 (8101) 0 90309 0509

AUTHENTICITY CONFIRMATION - When photocopied in color or on a black and white copier, the word VOID will appear several times. **DO NOT REDEEM IF THE WORD VOID APPEARS.** A black and white coupon is not an original. Alteration of the coupon is a criminal offense. Nestlé Purina PetCare Company reserves the right to confirm authenticity and to withhold payment subject thereto.

COPY-STOP® COUPON, U.S. PATENT NO. 5,171,040 COMARK MERCHANDISING, ELK GROVE VILLAGE, IL

**PURINA** Trademarks owned by Société des Produits Nestlé S.A., Vevey, Switzerland

Printed in U.S.A.

Consumers are warned that this counterfeit coupon is being sold on various internet auction sites. Nestle Purina does not authorize the sale of coupons to consumers.

**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 Nestle Purina, 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](http://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 FREE  
PRODUCT 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 July 1, 2009;
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.