



Dear Retailer:

The consumer presenting this letter notified us that your store would not accept her SmartSource Online grocery coupon(s). This letter serves to hopefully help you and your retail team identify the legitimate coupons that are printed by your loyal customers using SmartSource's coupon-printing technology. We partner with the world's biggest and best consumer packaged good companies to provide money-saving coupons to consumers, and we developed our advanced coupon printing technology to be safe, secure and reliable.

Consumers choose SmartSource's advanced coupon printing technology to print money-saving coupons at home or work or from any computer that is connected to a printer. SmartSource coupons are printed on plain copier paper and may appear in color or black and white. (See the example below).



SmartSource works closely with our consumer packaged good clients to identify and prosecute all forms of promotion fraud. We're constantly monitoring our operations to ensure that coupons redeemed are matched to coupons printed so that we may isolate instances of misredemption. If

misredemption is identified, the originating computer is denied the ability to print future offers.

We hope this letter has been helpful. If you have further questions about our safe and secure coupon technology, please contact us at 212.782.8000, or visit us online at www.SmartSource.com.

Henri Lellouche
Senior Vice President
SmartSource Online + News America Marketing
A News Corporation Company

Why should you trust SmartSource Coupons and accept them at your store? SmartSource Online, is a division of News America Marketing, a News Corporation Company. You may have heard of News Corp. and some of our sister companies like; FOX TV, The New York Post, myspace.com, The Wall Street Journal, 20th Century Fox Studios, and Harper Collins. News Corporation companies must adhere to strict and ethical business practices, and as such SmartSource Online coupons uphold our company tradition of providing our loyal consumers with the best experience possible.

