

# Counterfeit Coupon Alert UPDATE

This Public Service Announcement is an update of our January 5, 2010 Public Service Announcement and contains an updated list of counterfeit coupons. Newly identified counterfeit coupons are listed in [blue](#). **The list contains a total of 156 counterfeit coupons which have been identified since December 2009.**

Most, but not all, of these counterfeit coupons were created with the help of an instruction manual and using standardized templates. As such, they tend to share certain characteristics, including:

1. All are printed on one side of the paper
2. Many, but not all, use Smartsource Internet Print at Home Coupon formats
3. Many, but not all, have a 12/31/2010 Expiration Date
4. Most print several counterfeits on each page
5. Most have high values, making the product free or almost free
6. Most have high quality images of the product on the far left of the coupon
7. All are printed on home/office equipment
8. Some, but not all, of the counterfeits will scan at a different value than stated

## The Good News

Despite the large number of different counterfeit coupons currently in circulation, there is some good news:

1. According to coupon processors and most manufacturers, there have been only a small number of attempted submissions.
2. Most submissions have been rejected by the stores.
3. There have been two arrests of individuals attempting to use these counterfeits.
4. Smartsource is continuing to expend substantial resources to identify the counterfeiters.
5. Progress is being made.

## The Bad News

1. Retailers should be prepared for this situation to continue.
2. Some of the counterfeits have been accepted.
3. New counterfeits are appearing daily.

**Known Counterfeit Coupons:**

<b>Brand</b>	<b>Value</b>	<b>Expiration Date</b>	<b>BarCode</b>	
5 (gum, 3 pk)	\$2.75	12/31/2010	5 22000 00086 1	0022000-040105
American Spirit Tobacco	\$4.50	12/31/2010	5 47995 00096 2	0047995-013370
AMP 4-PK	FREE	12/31/09	5 12000 43001 0	(8100) 0 56131
AMP 16 oz.	FREE	12/31/2011	5 12000 00001 5	0012000-867342
AXE Body Spray	\$4.50	12/31/2010	5 79400 00096 0	0079400-265987
AXE Pomade	\$4.50	11/30/2010	5 79400 00096 0	0079400-067349
AXE One Bottle	\$2.00	June 30, 2010	5 45893 00082 4	0045893-204152
Ben & Jerry any pint	\$2.25	01/31/2010	5 76840 00083 3	0076840-162946
Bud Light 12 PK	\$10.00	12/31/2010	5 18200 00061 9	0024100-035768
Bud Light	\$6.00	12/31/2010	5 18200 00072 5	0024100-035768
Black and Mild 5 PK	\$3.50	08/31/2010	5 07137 00091 9	0070137-035792
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
Blue Bunny 1.75 QT	\$3.00	12/31/10	5 70640 12087 6	0070640-100200
Boar's Head 1 lb PK	\$1.50	June 30, 2010	5 24212 00078 3	(8100) 0 22579
Bounty any package	\$5.00	12/31/2010	5 37000 00074 2	0037000-254699
Burt's Bees 0.15 oz tube	\$1.75	12/31/2010	5 92850 00081 6	0092850-590050
Butterfinger any product	FREE	12/31/09	5 28000 00001 6	
Cabot Vermont 8 oz	\$2.50	June 30, 2010	5 78354 2 (8100) 0	42586
California Pizza	\$3.25	07/15/2010	5 71921 30088 8	0071921-423400
Camel PK	\$4.00	12/31/2010	5 12300 00093 7	0012300- 05862
Campbell Soup at Hand	\$1.00	12/31/2010	5 51000 00076 2	0051000-011132
Carlo Rossi Sangria 4 Liter	\$7.50	09/30/2010	5 85000 00067 5	0085000-091219
Charmin on any PK	\$6.00	12/31/2010	5 37000 00072 8	0037000-392257
Cheezit 13.7 oz or larger	\$2.75	12/31/2010	5 24100 00086 4	0024100-014854
Classico any jar	\$2.00	6/31/2010	5 41129 00082 8	0041129-400725
Coca-Cola Any product 4/12 can	\$2.50	1/31/2010	5 49000 00084 8	0049000-183729
Coca-Cola 24 PK	\$5.00	12/31/2010	5 49000 00074 5	0049000-746239
Coca-cola 12 can Fridge PK	\$2.00	10/15/2010	5 49000 99282 8	(8100) 0 62270
Coors 12 PK	\$7.00	10/31/2010	5 71900 00068 6	0071900-089362
Corona 6PK	\$6.50	03/20/2010	5 80660 00071 3	(8100) 0 93754(21)8636554
Corona 6PK	\$6.00	06/30/2010	5 80660 00072 0	(8100) 0 60042(21)8008135
Cottenelle 12 PK	\$6.00	12/31/2010	5 36000 67072 6	0036000-092061
Del Monte 14 ½ oz can	\$0.79	June 30, 2010	5 24000 00079 7	(8100) 0 96976
Digiorno Microwave Pizza	\$3.00	June 30, 2010	5 71921 00087 0	(8100) 0 84213
Digiorno Microwave Pizza	\$2.00	12/31/2010	5 71921 00082 5	0071921-524862
Doritos	FREE	13/31/09	5 28400 00001 2	
Doritos any size	\$3.00	05/15/2010	5 28400 00087 6	0028400-063430
Dove Chocolate 9.5 oz bag	\$3.50	10/31/2010	5 40000 00091 9	0040000-019837
Dr Pepper 12 PK	\$4.00	12/31/2010	5 78000 00093 6	0078000-830295
Dr Pepper 20 oz	\$1.00	12/31/2010	5 05490 00076 4	0005490-658943
Durex Condoms	\$12.49	12/31/2010	5 02340 00001 1	
Fanta Grape 12-PK	\$3.00	12/31/2010	5 49000 00087 5	0049000-057438
Fritos any bag	\$2.00	06/31/2010	5 28400 00082 1	0028400-455128
Fancy Feast on 3 cans	\$1.00	12/31/2010	5 50000 00042 0	0050000-864875
Friskies 1 32 ct box	\$8.00	12/31/2010	5 50000 00062 6	0050000-245789
Full Throttle	\$6.00	12/31/2010	5 49000 00072 1	0049000-235512
Garcia y Vega Blunts	\$3.75	12/31/2010	5 31700 00092 7	0031700-204125
Gatorade 1 QT Bottle	\$0.99	12/31/2010	5 52000 00099 8	0052000-884286
General Electric CFL light bulbs	\$9.00	03/15/2010	5 43168 00063 0	0043168-098462
General Mills Cereal	\$3.00	12/31/2010	5 16000 70087 6	(8100) 070947

Gillette Fusion Power Razor	\$9.00	12/31/2010	5 47400 00063 1	0047400-264386
Gillette Fusion 4 PK cartridges	\$7.00	11/01/2010	5 47400 00068 6	0047400-092163
Gillette Mach 3 Power cartridges	\$4.50	02/31/2010	5 47400 00099 9	0047400-872596
Goldfish 6.6 oz bag	\$1.75	12/31/2010	5 14100 00081 0	0014100-867530
HP ink 1 combo PK	\$10.00	12/31/2010	5 83585 00061 5	0083585-255687
Haagen-Dazs 14 oz or larger	\$2.75	12/31/2010	5 74570 00086 4	0074570-573942
Hanes any package	\$7.00	12/31/2010	5 75338 00068 3	0075338-089996
Hasbro 1 Nerf-strike	\$5.00	12/31/2010	5 65356 00073 4	0065356-075835
Hefty Cups	\$3.00	12/31/2010	5 13700 68087 3	(8101)0 23015 1210
Heineken 12-PK	\$9.50	02/28/2010	5 72890 00062 5	0072890-049372
Heineken 12-PK	\$7.00	09/30/2010	5 72890 00068 7	0072890-049372
Hot Pockets one box	\$1.75	07/08/2010	5 43695 30081 4	0043695-067929
Jack Link's Beef Jerky 3.25 oz/larger	\$3.00	12/31/2010	5 17082 00087 8	0017082-063495
Jolly Rancher Hard Candy	\$6.00	03/15/2010	5 10700 00072 4	0010700-036758
Kellogg's Pop Tart on any 2 boxes	\$2.00	03/15/2010	5 38000 00051 0	
Kraft Easy Mac 10 pk	\$9.50	12/31/2009	5 21000 00062 8	0021000-015844
Kraft Macaroni & Cheese 5.5 oz	\$1.00	12/31/2010	5 10006 00076 3	(8100) 070315
Kraft Oscar Mayer Cold cuts	\$2.25	05/15/2010	5 44700 00083 5	0044700-428182
Kraft Singles 24 slice package	\$2.50	12/31/2010	5 21000 00084 0	0021000-311244
KY Brand Touch Massage 1 btl	\$9.50	12/31/2010	5 80040 00062 3	0080040-791248
Candy: Hot Tamales/Mike&Ike/Zours	\$1.25	11/30/2010	5 70970 00077 0	(8101) 0708661110(21)82323241
LaBlatt Blue Beer \$9.99 or more	\$5.00	12/31/2009	5 62067 00074 9	0062067-786631
Lactaid half gallon	\$1.75	07/31/2010	5 41383 00081 3	0041383-568744
Lunchables	FREE	12/31/09	5 44700 00001 9	
Marlboro	\$4.00	12/31/2010	5 28200 12193 1	0073945-946815
Marlboro Ultra Lights 100	\$5.00	2/13/2010	0 28200 00074 4	0028200-827364
MARS:Starburst/Skittles/Gummiburst	FREE	04/15/2010	5 40000 20001 2	0040000-029542
Moist & Meaty Burger w/ Cheddar	\$10.00	12/31/2010	5 17800 00061 6	(8101)123451210(21)87654321
Monster 4 PK	\$7.00	06/30/2010	5 70847 00068 1	0070847-005012
Monster 4 PK	\$6.00	06/30/2010	5 70847 00072 8	0070847-005012
Monster 4 PK	\$6.00	12/31/2010	5 70847 00072 8	0070847-005012
Monster 4 PK	\$5.50	12/31/2010	5 70847 00073 5	0070847-005012
Monster 4 PK	\$5.00	12/31/2010	5 70847 00074 2	0070847-005012
Monster 4 PK	FREE	11/30/09	5 70847 00001 8	
Monster 4 PK	FREE	19/01/10	5 70847 00001 8	
Motrin any product	\$5.00	February 28, 2010	04380577	
Mountain Dew 12 PK	FREE	2/28/10	5 12000 00001 5	
Newport	\$4.00	12/31/2010	5 26100 00093 6	0026100-013370
Nintendo Wii	BOGO	07/01/2010	5 45496 00014 6	0045496-434748
Nintendo Wii Remote	\$10.00	10/15/2010	5 45496 00061 0	0045496-011682
NOS Energy Drink on any 1 16 oz	\$2.00	07/31/2010	5 80793 00072 6	0080793-747320
Ocean Spray 64 oz.	\$2.00	12/31/2010	5 31200 00082 3	0031200-204152
Old Spice twin pack	\$4.00	12/31/2010	5 12044 00093 4	0012044-830693
Old Spice deodorant stick	\$2.00	12/31/2010	5 12044 00082 8	0012044-456987
Oreo 1 package	\$1.75	07/08/2010	5 44000 00081 8	0044000-587487
Oscar Mayer (meats)	\$2.25	08/15/2010	5 44700 00083 5	0044700-428182
PYN 2 GB Flash Product	\$8.00	03/31/2010	5 51492 00066 0	0051492-070766
Pampers	\$7.50	07/08/2010	5 37000 48167 1	0037000-067929
Pampers (brandsaver)	\$1.00	09/30/09	5 37000 48176 3	0037000-010886
Pepsi-Cola	\$5.00	11/30/10	5 12000 00074 9	(8100) 0 58306
Pepsi or Mountain Dew	\$3.00	12/31/2010	5 12000 00087 9	0012000-298434
Polly-O Cheese Stocks PK	\$4.00	09/08/2010	5 71040 00093 5	0071040-445896
Powerbar Energy Bars 12 PK	\$7.50	December 31, 2010	5 97421 00067 7	(8100)0 38922
Prego on any 1 jar	\$2.00	12/31/2010	5 51000 00082 3	0051000-357678
Pringles	BOGO	2/01/2010	5 37000 00014 8	0037000-136308
Purina Cat Chow any bag	\$5.00	12/31/2010	5 17800 00074 6	0017800-564274

Red Bull 8 oz/4 PK	\$5.00	12/31/2010	5 11269 00074 3	0011269-018853
Red Bull 1 (4) PK	FREE	8/31/09	5 11269 00001 6	
Reddi-Wip	\$1.75	12/31/2010	5 70272 00081 2	0070272-136937
Reese's	FREE	12/31/09	5 34000 00001 7	
Robitussin	\$4.00	12/31/2010	5 00031 00093 7	(8100)3 13996
Rockstar Energy 4 PK	\$6.00	12/31/2010	5 18094 00072 6	0018094-981654
Salem 1 pack	\$4.00	12/31/2010	5 12300 00093 7	0012300-384469
SanDisk Flash Drive	FREE	12/31/2010	5 19695 00001 4	0019659-298471
ShamWow! Towels	\$10.00	12/31/2010	5 93993 00061 9	0093993-009001
Sharp Aquos TV 108" Display	FREE	12/31/2010	5 00122 00001 3	0000122-378532
Silk 1 QT Box	\$2.75	12/31/2010	5 25293 00086 0	0025293-203489
Silk half-gallon	\$1.50	12/31/2010	5 52593 00078 5	(8101)0025293(21)0112583
SKOL	\$2.00	12/31/2010	5 73100 00082 4	0025800-127198
Smart Ones	\$1.00	12/31/2010	5 25800 10076 2	0025800-029380
Snapple 6/12 PK	\$3.00	12/31/2010	5 76183 00087 3	0076183-486254
Sonicare 2 PK Replacement heads	\$10.00	12/31/2010	5 75020 00082 3	0012345-098765
Sony PSP	\$70.00	05/15/2010	5 11719 00000 2	0011719-021242
Sony Playstation	\$50.00	05/15/2010	5 11719 00000 2	0011719-021242
Sony Dual Shock Conrtoller	FREE	05/15/2010	5 11719 00000 2	0011719-021242
Sony Blue Tooth headset	FREE	05/15/2010	5 11719 00000 2	0011719-021242
Sony Blu-Ray Remote Controller	FREE	05/15/2010	5 11719 00000 2	0011719-021242
SKYN one box	\$12.99	07/08/2010	5 70907 00001 9	
Stride one PK	\$0.75	12/31/2010	5 12546 00075 8	0012546-018565
Sun Chips wub 2 bags	\$5.50	12/31/2009	5 28400 42073 5	(8101)5 98681 1209
SunMaid Raisinbread	\$2.50	12/31/2010	5 71390 00084 5	0071390-432543
Swisher Sweets	\$4.00	11/30/2010	5 25900 00093 1	0025900-628245
Tampax 40 cnt box	\$4.00	12-31-2010	5 73010 00093 8	(8100) 0 98232(21)42543581
Tide 100 oz or larger	\$9.50	12/31/2010	5 37000 00062 9	0037000-198309
Tostitos 13 oz or larger bag	\$3.00	12/31/2010	5 28400 00087 6	0028400-321214
Tostitos 13 oz or larger bag	\$2.00	06/31/2010	5 28400 00082 1	0028400-455128
Tostitos Salsa	\$2.50	12/31/2010	5 28400 00084 5	0028400-486246
Trident Gum 3 PK	\$1.50	07/31/2010	5 12546 00078 4	0012546-524780
Trojan box of 12 or more	\$7.50	09/30/2010	5 22600 00067 4	0022600-096309
Tropicana 64 oz carton	\$2.00	7/15/10	5 48500 00082 8	(8101)0 40854 0710
Tyson's Dino Nuggets 1 bag	\$4.00	June 30, 2010	5 23700 000939	(8100) 0 78534
Tyson's any 1 bag of chicken	\$3.75	12/31/2010	5 23700 00092 2	0023700-099165
V8 46 oz Bottle	\$3.00	10/15/2010	5 51000 00087 8	0051000-041490
Wheat Thins 1 box	\$1.85	12/31/2010	5 44000 00011 5	0044000-409088
Winston 1 pack	\$4.00	12/31/2010	5 12300 00093 7	0012300-254657
White Castle Hamburgers	\$4.00	10/15/2010	5 82988 00093 2	0082988-021347
White Castle Hamburgers	\$3.00	10/15/2010	5 82988 00087 1	0082988-021347
World of Warcraft Expansion PK	\$10.00	03/20/2010	5 20626 00061 6	020626-541184
Wonderbread	\$1.50	12/31/2010	5 45000 21078 8	0045000-035473
X-Box 360 Wireless Controller	\$10.00	12/31/2010	5 71921 00082 5	071921-524862
Yuengling Lager 12-PK	\$7.00	12/31/2010	5 89924 00068 8	0089924-429581
Zantac 1 bx 150	\$7.50	12/31/2010	5 12547 00067 7	0012547-256741
Zendikar/Magic 2010 Booster	FREE	12/31/2010	5 53569 00014 6	

Expiration dates and other terms may be further modified by the counterfeiters and are subject to change. Coupons listed in blue have been identified after our January 2010 alerts.

**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.**

### Counterfeit Styles

While there are several different "styles" of these counterfeits, the following are more common at this time:

<b>MANUFACTURER'S COUPON</b>		<b>Expires: 12/31/2010</b>
	<b>Save \$2.00</b> on any Digiorno® Microwave Pizza	
<p><small>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 fee handling.                  TERMS: Coupon must be redeemed in accordance with Kraft Foods 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: Kraft Foods, CMS Dept. #21000, 1 Fawcett Dr. Del Rio, TX 78840. ©2010 Kraft Foods</small></p>		
Offer ID # 43770	0071921-524862	Dealer: This coupon may appear in color or black & white.
POWERED BY <b>SMARTSOURCE®</b>	5 71921 00082 5	

<b>MANUFACTURER'S COUPON</b>		<b>Expires: 03/15/2010</b>
	<b>Save \$9.00</b> on any five(5) or more pack of General Electric® CFL Light Bulbs	
<p><small>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 fee handling.                  TERMS: Coupon must be redeemed in accordance with General Electric 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 valid only in USA, APDs &amp; FPDs 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: General Electric, CMS Dept. #43168, 1 Fawcett Dr. Del Rio, TX 78840. ©2010 General Electric</small></p>		
Pin Number 48372932	0043168-098462	
Offer ID #5571	5 43168 00063 0	
Dealer: This coupon may appear in color or black & white. Coupon void if copied or transferred.		
Powered by <b>SmartSource®</b>		

MFG. INTERNET COUPON	EXPIRES 09/08/2010
<b>Save \$4.00</b> ON ANY PACK OF <b>KRAFT POLLY-O® CHEESE STICKS</b>	
<p><small>Coupon void if altered, copied, sold, purchased, transferred, exchanged or where prohibited or restricted by law. <b>CONSUMER:</b> Limit one coupon per specified item(s) purchased. This coupon good only on product sizes and varieties indicated. <b>RETAILER:</b> Kraft Foods will reimburse you the face value plus 8¢, if submitted in compliance with the Kraft Foods Manufacturer's Coupon Redemption Policy, available upon request. Consumer must pay sales tax. Good only in USA. Send coupons to: Kraft Foods, CMS Dept. #21000 1 Fawcett Drive, Del Rio, TX 78840. Cash value 1/21¢.</small></p>	
	0071040-445896
	5 71040 00093 5

## Loss Prevention Tips for Retailers

1. Use extreme care before accepting coupons with the above characteristics, especially if the "coupons" are being used by individuals who are not regular customers.
2. Watch out for obvious date and spelling errors on the counterfeits.
3. When in doubt, ask for photo identification when accepting coupons printed on home or office equipment.
4. Some counterfeiters have been exchanging advice on how to talk themselves out of being prosecuted in the event their deception is detected. For example, they will claim ignorance and say that they just got the coupon off the internet or through an e-mail. **Such attempts at deception can be easily confirmed or exposed by professional law enforcement authorities.**
5. If a person using counterfeit coupons is arrested at your store, please contact the CIC at (703) 684-5307.
6. Regularly review the CIC web site at [www.cents-off.com](http://www.cents-off.com) for information about new counterfeits.
7. Cashiers are encouraged to visit CIC's Cashier's Corner at: <http://www.cents-off.com/CashiersCorner.cfm>
8. Loss Prevention Officers are encouraged to attend the March CIC Industry Summit. (free for retailers) Click on this link for more information: [http://www.cents-off.com/doc/WEB\\_Announce\\_2010\\_Summit.pdf](http://www.cents-off.com/doc/WEB_Announce_2010_Summit.pdf)



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