



Retailer Alert

March 30, 2012

www.couponinformationcenter.com

The CIC advises retailers that they should exercise caution when considering participation with the show “Extreme Couponing”, including allowing filming at retail sites. “Extreme Couponing” is a “reality” show produced by Sharp Entertainment and is broadcast on TLC, a part of Discovery Communications, Inc.

Some of the “guests” on the show, including at least one minor, have used counterfeit coupons and engaged in other practices in violation of State or Federal laws, manufacturers’ coupon redemption policies, and/or retailers’ coupon acceptance policies. Retailers may not be reimbursed for counterfeit coupons received from the show’s participants.

According to Lowes Foods, an employee of Sharp Entertainment posed as a customer on a show filmed at one of its stores. Lowes Foods, which has banned further cooperation with the show, issued a public apology for cooperating with the show.

Some consumers have reportedly filed complaints against the show with the Federal Communications Commission.

Additional information about the show can be found at the following links:

<http://couponinformationcenter.com/extremecoupon.php>

http://jillcataldo.com/extremecouponing_counterfeittidecoupons

<http://www.jillcataldo.com/extremecouponingcounterfeitcoupons>

http://www.jillcataldo.com/supermarket_apologizes_for_extremecouponing

The CIC has previously contacted The Discovery Channel to express these and related concerns. As of this date, The Discovery Channel, to our knowledge, has not taken any action to remedy the situation.

In summary, “Extreme Couponing” exposes its retail participants to potential legal issues and counterfeit coupons, which may not be reimbursed, as well as potential adverse publicity.

Questions concerning this alert may be directed to Bud Miller, CPP, Executive Director of the CIC, at 703-684-5307.