$2,500 REWARD

For information leading to the successful prosecution of the individual(s) responsible for producing this counterfeit coupon[1].

This counterfeit was not created by or authorized by Big Heart Pet Brands and should not be accepted at retail stores under any circumstances.

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 Big Heart Pet Brands, 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.couponinformationcenter.com for more information about coupon fraud.

[1] See Page Two for Terms & Conditions

CIC REWARD FOR TIPS LEADING TO THE PROSECUTION OF THE COUPON COUNTERFEITER(S) AND RESULTING RESTITUTION REGARDING THE 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 the counterfeit coupon identified on the previous page where:

1. Such information is provided to CIC on or before February 6, 2015;

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.