

DO NOT ACCEPT COUNTERFEIT COUPONS

The counterfeit coupon reproduced below was not created by or authorized by Coca-Cola North America and **should not be accepted at retail stores**. According to the manufacturer, submissions of these counterfeits by retailers will not be paid. If a Coca-Cola "coupon" is printed on home equipment, is one-sided, and features the words SMARTSOURCE, it is a counterfeit.



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.

SPECIAL NOTICE TO RETAILERS

There are currently **NO** valid Coca-Cola coupons using any SmartSource Print-at-Home Coupon templates (See above example). However, there are legitimate Coca-Cola coupons distributed in the SmartSource Free Standing Inserts in Sunday Newspapers. These coupons are professionally printed on special paper, are two sided and generally multiple colors.

Please take special care not to refuse legitimate Coca-Cola Coupons. Any questions to the validity of a Coca-Cola Coupon should be direct to the CMS Retailer Hotline #1-800-285-7602. Note: Coca-Cola UPC-A Barcodes cannot be blocked, contact the CIC to obtain the proper information for blocking GS1 DataBar counterfeits.

This public service announcement has been provided by Coca-Cola North America, owner of the registered trademarks, and by The Coupon Information Center, a not-for-profit organization dedicated to enhancing the integrity of the coupon redemption process.

