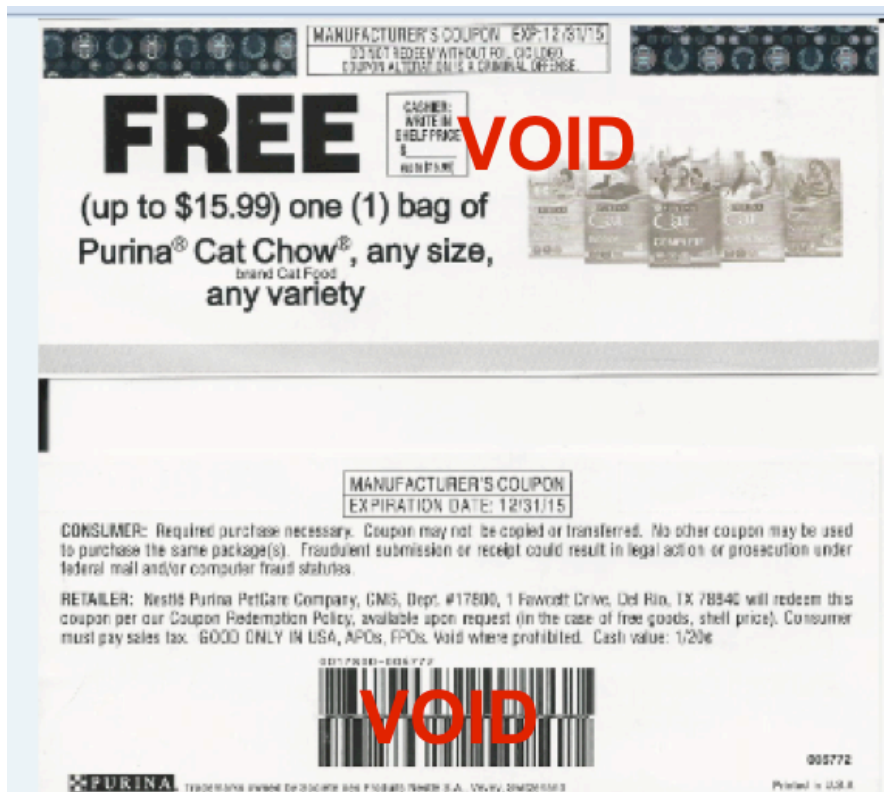


Counterfeit Coupon Alert

Coupon Offer Withdrawn

Up to \$2,500 REWARD

Due to widespread counterfeiting, Nestlé Purina PetCare Company has withdrawn the free product coupon offer reproduced below. **Retailers should not accept this coupon under any circumstance. Nestlé Purina will not reimburse retailers for this coupon.**



Nestlé Purina PetCare Company does not authorize the sale of any of its coupons.

Consumers who received these coupons directly from Nestlé Purina may receive a one-time replacement coupon(s) by sending their original, not expired coupon(s) along with your name and address to the address listed below.

Nestlé Purina PetCare Company
1 Checkerboard Square – 11T
St. Louis, MO 63164
Attn: Office of Consumer Affairs

This one-time replacement offer does not cover lost, late or undelivered requests or responses. Reproductions will not be honored. We reserve the right to verify identification. Fraudulent submission could result in federal prosecution under the mail fraud statutes.

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 has been provided by the Nestlé Purina PetCare Company 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.

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 April 24, 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 <http://couponinformationcenter.com/contact-us.php>.