

Issue Date: March 5, 2012

## COUNTERFEIT COUPON ALERT

Tide®  
**REWARD\***

**\$2,500**

Due to widespread counterfeiting, a \$2,500 reward has been issued for information leading to the successful prosecution of the individual(s) responsible for producing the counterfeit coupon shown below:

The counterfeit coupon is listed below:

FREE: One Free Tide® or Tide HE Up to 32 Loads  
12/31/12

Offer Code: **#22908**. Expiration:

This offer was a legitimate coupon; however offer terms, value and expiration dates have been altered and the hologram has been removed. The counterfeits are being sold and distributed on Internet auction sites and by e-mail.



**NOTE: P&G does not authorize the sale or distribution of Tide coupons in any form.**

**RETAILERS: Valid Tide® Free product coupons will carry the CIC hologram (a silvery bar at the top of the coupon - embedded in the printed copy & cannot be peeled off the copy stop paper stock. The CIC logo is embedded in small circles & faces various directions). Free coupons without CIC holograms should not be accepted.**

**Do not accept Internet Print at Home coupons for P&G brands and be advised P&G will NOT pay for these unauthorized coupons. Retailers may call 800-543-8443 to confirm the validity of any P&G coupon. PLEASE NOTE: There are VALID Tide coupons still in circulation.**

**FREE Offer + NO Hologram = COUNTERFEIT COUPON  
FREE Offer + FAKE Hologram = COUNTERFEIT COUPON**

**CLEARINGHOUSES: Please advise retailers of this counterfeit coupon notice.**

**CONSUMERS: Print at Home P&G coupons found on the Internet, or printable coupons distributed via e-mail or auction sites are not authorized by P&G. Counterfeiting is fraud against our Consumers and Retailers and P&G.**

*\*See Page 2 for Terms & Conditions*

**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 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.cents-off.com](http://www.cents-off.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 COUNTERFEIT  
COUPONS 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 counterfeit coupons identified on the previous page where:

1. Such information is provided to CIC on or before **March 31, 2012**;
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.