



# RedPlum® Print-at-home Grocery & Special Offer Coupons

Dear Retailer or Business Owner:

RedPlum.com is an online advertising portal that provides consumers with valuable savings tips, coupons and deals. Since launching in January of 2008, we've helped millions of consumers find great prices and offers for products they want and need; while enabling over 20,000 well-known brands, retailers and local businesses to promote their offers, sales and coupons online.



On RedPlum.com, consumers can search for deals available online, nationally and within their local area. Consumers are able to print a coupon for any deal that requires the coupon for redemption at point-of-sale. This letter is intended to help you, your store management and staff to identify legitimate redplum.com coupons. Any offers on our site for your business are published as a component of a print advertising campaign your company is running with RedPlum, Valassis, SuperCoups or one of our network partners.

**Manufacturer and Grocery Coupons:** RedPlum.com has partnered with strong technology leaders to distribute coupons in a safe, secure and limited manner. All manufacturer coupons redeemable at grocery, drug and mass merchandising locations are printed using the Coupons, Inc. technology which includes several security features in the coupon design that your team can easily verify.

### Security Details:

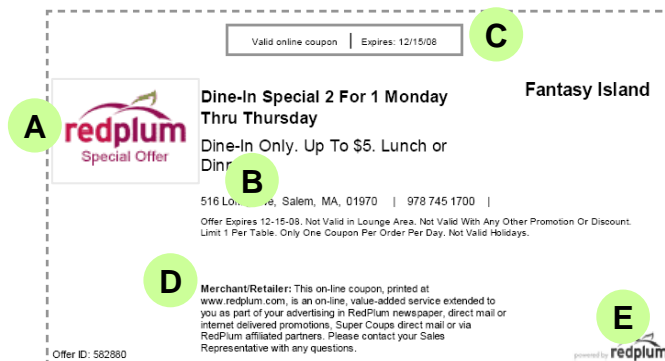
- A** Product image or logo
- B** Offer value printed over design
- C** Clearly noted expiration date with safety background
- D** Visible retailer instructions
- E** UPC or GS2 barcode for scanning at point-of-sale
- F** Unique bar code per printed coupon to facilitate tracking



**Other RedPlum Coupons:** Retailers, restaurants and local businesses are able to extend their offers online via redplum.com to reach up to 30% more consumers! Most retail offers are featured on the site to drive store traffic or sales of specific products or services. Coupons for these offers will feature the vendor name, a logo (yours, the RedPlum logo or the network partner who sourced your offer for us), offer details, expiration date and nearest participating location information.

### Visible Details:

- A** Logo (vendor, RedPlum or Advertising Source)
- B** Offer value and details
- C** Clearly noted expiration date
- D** Visible retailer instructions
- E** "powered by RedPlum"



*If you have any questions regarding these coupons, please contact your sales representative.*