



Winter 2010

Mark your calendar and make plans to join your coupon industry colleagues at these ACP events

Regional Coupon 101\102

East

March 23, 2010

In conjunction with CIC Summit
Alexandria, VA

Save the Dates! 2010 Industry Coupon Conference

April 27th - April 29th 2009
The Venetian
Las Vegas, NV

For the latest details:

ACP headquarters
www.couponpros.org
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Save the Dates!

Industry Coupon Conference Set For April 27-29

Save the dates April 27-29, 2010 for the Annual Industry Coupon Conference.

The Conference Planning Task Force lead by co-chairs Ann Keeler of Integer, and Earl Ellsworth of Universal Marketing are finalizing details for the 2010 conference to be held at the Venetian in Las Vegas, NV.

The theme is "The Buzz Around Coupons"

There is a lot of "buzz" in the coupon industry and the place to get the latest buzz is the Industry Coupon Conference including :

- Each attendee will receive the book "How You Do What You Do" by Bob Livingston, and Bob will share with you how to differentiate yourself through service excellence.
- Laird Garner, diji - Digital Incentives Journal International, will analyze the "Mobile Internet Revolution" and how mobile internet and digital coupons and incentives will impact the industry in a look at the latest technologies and paradigms shaping the future
- A Retailer panel will discuss industry issues and opportunities from a retailer's perspective
- Stop & Shop Executive Steven Vowles will demonstrate successes in their loyalty program with targeted digital coupon offers on personal scanners
- Couponsurfer.com president Adam Schwartz shares consumer insight from the 1.6 million registered users of this coupon aggregation website
- Valassis' Tom Murray will be back with consumer insight and trends on the largest coupon distribution vehicle, FS1's
- ...and more unique research, latest trends, and innovation that 's all the buzz in the coupon industry

Back again will be an afternoon of track sessions where you can choose from presentations tailored to your specific interests.

The conference was developed under the leadership of the Association of Coupon Professionals in collaboration with the Food Marketing Institute, the Grocery Manufacturers of America, GS1 US, and the Promotion Marketing Association.



Board of Election Nominations Sought for 2010-2012 Term

The ACP Board of Director Elections will be held at the 2010 Industry Coupon Conference. **The election will take place during the conference on Wednesday, April 28th.**

The ACP Board of Directors is currently comprised of 15 companies. There is a mixture of retailers, manufacturers, processors, and solution providers on the board. Companies serve two-year staggered terms. There will be six seats up for election this year.

Any ACP member company in good standing is eligible to run for a board position. If you are interested in **nominating your company or any other company, please contact John Morgan at ACP headquarters by March 12, 2010, John.morgan@acp-hq.org (610) 789.1478.** The ACP Nominating Committee will compile the list of nominees. A slate of candidates will be emailed to all members and actual ballots will be distributed at the meeting on April 28th.

This will be the only conference dedicated exclusively to coupons in 2009.

There will be plenty of chances to learn, network, and enjoy the sights and sounds of Las Vegas with your coupon colleagues.

We will be contacting you soon with more details and when registration is available or you can visit the website www.couponpros.org for the latest news.

Association of Coupon Professionals Presents Coupon 101 /102 In Conjunction with the CIC Coupon Summit

Attendees can learn the basics of the business or refresh themselves on coupon topics

The Association of Coupon Professionals (ACP) will hold its acclaimed Coupons 101-102 education seminars in October.

A one-day workshop is scheduled for Oct. 7 in Rosemont, Ill., while the other is set for Oct. 28 in White Plains, N.Y.

The sessions review all aspects of the couponing industry in an informative and interactive format designed for individuals new to couponing or those who need an update and refresher course. Presenters are industry experts who can answer couponing questions.

The topic include: Effective Coupon Strategies, Coupon Distribution Types, Coupon Design, Family Code Management, Redemption Cycle, Misredemption, Managing Risk, and other areas. Attendees will follow the path of a coupon from the time it is issued through redemption, financial settlement and reporting with a detailed review of all the functions in the process.

“Leading marketing and promotion executives have attended Coupons 101-102. It is an up-to-date way of staying abreast of what’s going on in the coupon



ACP Offers Free Poster to Help Retailers Detect Fraudulent Internet Coupons

The Association of Coupon Professionals (ACP) has developed an easy-to-read poster to help store associates tell the difference between legitimate and fraudulent Internet coupons. It is available to retailers free of charge.

The ACP Retailer Coupon poster comes in two sizes: 11-inch x 17-inch for placement in a retailer's break or training room and 8.5-inch x 5.5-inch for placement near the cash register at checkout.

From time to time, fraudulent coupons have been unknowingly accepted by some supermarkets and the subsequent negative publicity has given Internet coupons a black eye. The poster aims to prevent those occurrences.

"The poster was developed by the Internet Coupon Guidelines Task Force to help educate cashiers and provide tips in recognizing legitimate Internet coupons," said John Morgan, executive director of ACP.

The poster instructs cashiers to look closely for obvious

CIC hosting 4th Annual Industry Leadership Summit

Retailers, manufacturers, coupon processors, government officials and industry associations with an interest in coupon security are invited to participate in CIC's Fourth Industry Leadership Summit to be held on March 24-25, 2010 in historic Old Town Alexandria, Virginia, just outside of Washington, DC.

The Summit will be a hands-on series of meetings and open discussions as we discuss the most important security challenges facing the coupon promotion industry today and seek to identify solutions to those challenges.

No Charge!

All retailers, government officials, and coupon related associations attend FREE! There will be no charge for most participants; however, non CIC Member manufacturers will be charged \$200 per attendee to help the not-for-profit CIC defray costs. Other non-vendor industry participants can send up to two attendees without charge. Attendance is restricted to manufacturers, retailers, coupon clearing houses, government officials and industry associations. This is a "no sales pitch" zone and third party vendors will not be in attendance. Reservations are on a first come, first served basis. [Click here to register.](#)



alternations in the coupon, unusually long expiration periods, free/high-value offers, and other indications of possible fraud. Examples of legitimate coupons are on the poster for comparison sake.

The ACP will send the posters to retailers free of charge. The cost of the program was funded with the help of sponsors: E-centives, Carolina Services, Hormel Foods, Pepsico, Unilever, Brand Coupon Network, SEA Enterprises, Coupons, Inc., NCL Graphics, RPR, with the support of the Food Marketing Institute (FMI) and GS1US

For more information about the poster, contact John Morgan at 610-789-9993 and John.Morgan@acp-hq.org, or visit www.couponpros.org.

Welcome New Members

Zoove

Couponsurfer.com

Qualcomm

Clear Sky Marketing

CIC Adds Powerful Tool to its Arsenal

The Coupon Information Center (CIC) has been authorized by several of its Members to issue DMCA¹ Take Down Notices on their behalf. A DMCA Take Down Notice provides a web site owner with an opportunity to remove copyrighted materials, such as counterfeit coupons, from its web site.

If the offending image is removed in a timely manner, generally within 72 hours, it is likely that the CIC and the affected Member Company will not take any additional steps against the web site owner. However, in the event the web site owner fails to act following the CIC Notice, a number of criminal and civil options immediately become available.

When Minutes Count - The CIC is on your side.

Prior to the new CIC program, it could take as long as a week for a manufacturer to issue a Take Down Notice. Depending on the situation, the CIC can complete the entire process in less than 30 minutes—substantially reducing the risks associated with the counterfeit.

According to CIC Executive Director Bud Miller, CPP, we *hope this powerful new tool will considerably reduce the chance that counterfeits cause significant financial damage to any of our Members. We were recently able to save one Member more than \$600,000 fighting a single counterfeit. If we had had this tool available at the time we would have likely saved them substantially more.*

As of this date, the new program has a 100% success rate, with the counterfeit coupons being removed within a few hours of notification.

¹ Digital Millennium Copyright Act



Consumers Use Over \$3.5 Billion in Coupons, Drive 27% Increase in Redemption for 2009

Committee & Task Force Updates

Anyone from an ACP member company can volunteer to serve on a committee or task force. It's an opportunity to participate in the improvement of the industry while developing new relationships with industry leaders. Most work is done through monthly conference calls and on-line collaboration. If you are interested in volunteering, contact John Morgan, Executive Director of ACP at (610) 789-9993, or John.Morgan@acp-hq.org

Market Research Task Force

Lead by chair Matthew Tilley of Inmar the Market research task Force seeks to develop unique consumer insight through the pooling of research. The group is currently is developing industry standards for on-line measurement of promotions and looking to define on-line promotion vehicles.

Printer Task Force

The Printer Task Force lead by chair Val Stark, NCL Graphics, is developing guidelines for the secure printing and delivery of coupons as well as analyzing print accuracy through the printing process.

Spurred by a sour economy, coupon redemption is up while distribution soars to record highs

Inmar, the nation's leading promotion transaction settlement provider, reported today that annual coupon use is on the rise for the first time since 1992 and coupon distribution hit the highest level recorded since the company began tracking trends in 1988. For the first time in 17 years, consumers used more coupons than they did the year before, with 3.3 billion consumer packaged goods coupons redeemed, an explosive 27% increase over the 2.6 billion redeemed in 2008.

The rise in coupon use started in October of 2008, coinciding with news of the U.S. financial crisis. That has led to five consecutive quarters of double-digit growth (based on percentage change from the same period of the previous year).

The increase in redemption goes hand-in-hand with an increase in distribution. Despite the tight economy, marketers invested heavily in coupons, boosting the number available to the highest level in over 30 years. Brands issued 367 billion coupons, at an average face value of \$1.44, indicating that they were committed to promotions in 2009.

News America Marketing, the company behind the SmartSource Magazine coupon inserts and consumer coupon site www.smartsource.com, says the data supports what they saw last year.

"There has been a noticeable increase in page count over the past year," said News America Marketing EVP of Marketing, Jesse Aversano. "Manufacturers understand that in a tough economy, coupons are an effective and efficient way to spend their advertising dollar."

"Brands saw coupons as a key to maintaining brand strength," adds Matthew Tilley, Director of Marketing for Inmar's promotion services division. "If they reduced their promotional presence, they stood to lose sales to lower priced competitors and store brands –



Coupon Guidelines

The Coupons Guidelines committee lead by Ron Fischer, RPR, is updating existing guidelines and developing best practices for coupon design and processing. The committee is also collaborating with the Joint Industry Coupon Committee (JICC), the Food Marketing Institute (FMI), Grocery Manufacturers Association (GMA) and the Coupon Information Corporations (CIC) to prioritize and delegate the work to be accomplished and adopt the developed guidelines.

Digital Task Force

Lead by chair Susan Jones of Inmar, the Digital Coupon & Redemption Task Force is developing guidelines and best practices for coupon promotions that do not require a paper coupon to be generated. There is much work to be done as this group aids in accelerating the development of a digital distribution, validation, and redemption infrastructure. The task force has published the Digital Coupon Guidelines and is currently working on data standards and audit.

so they doubled down hoping to create brand loyalty once the economic dust settles.”

News America Marketing also reported an increase in retailer promotion pages in its free-standing insert (FSI), driven primarily by the shift in advertising and promotion dollars to Shopper Marketing initiatives, according to Aversano.

Online coupons also contributed to the rise in coupon distribution and redemption, with Internet distribution up 92% and consumer redemption of these coupons up over 360%.

“The weekly prints from SmartSource.com are more than double what we saw a year ago, which was double what our 2007 numbers were,” said Aversano. “However, in spite of the meteoric rise in online and digital couponing, the traditional newspaper-distributed FSI still accounts for 89% of all coupons distributed and over half of the coupons redeemed. Consumers expect to find coupons in their Sunday papers, and we’ll continue to be there for them. But they’ll also find us online, in stores, on cell phones and anywhere else that they want to find them.”

As coupon numbers across the board were on the rise in 2009, brands were forced to mitigate the cost of increased redemption by maintaining face values and keeping expiration periods in check. In 2009, face values declined by a penny, reversing a multi-year trend of increasing values. Expiration periods were shortened by 10% last year, despite years of virtually no change.

“This is an exciting time to be in the coupon business,” said Tilley. “Of course, we don’t know how long this upward trend will continue, but it is evident that coupons are back on shoppers’ radar; the economic downturn has instilled a drive to be smart and frugal about spending and coupons definitely have a role in fulfilling it.”



Upcoming Events

CIC Summit with Coupon 101\102,

March 23-25, Washington, DC

Coupon 101\102, March 23
CIC Summit, March 24-25

PMA Annual Integrated Marketing Conference,

March 23-24, Chicago, IL

Industry Coupon Conference, Including Coupon 101\102

April 27-29 The Venetian, Las Vegas, NV

FMI 2010,

May 10-13, Las Vegas, NV

2006 U Connect Conference,

June 7-10, San Antonio, TX

GMA Executive Conference,

August 28 – August 31, Colorado Springs, CO

Lingering Recession to Spur More Redemption in New Year

Thanks largely to hard times, coupons are on the comeback trail. Redemption was up well over 20% in 2009 vs. 2008, according to Inmar. Meanwhile, CPG marketers in both the health and beauty care and grocery categories increased the quantity of coupons distributed in the third quarter of 2009 compared to the same time frame the previous year, according to NCH Marketing Services. HBC was up 14.3% and grocery was up 9.4%.

“The appropriately coined ‘Great Recession’ has caused permanent shifts in consumer behavior and established coupon-use habits with a whole new generation of shoppers,” says Charles Brown, vice president of marketing at NCH Marketing Services, a Valassis Company.

The momentum will continue in 2010, other leading coupon executives agree.

“All indications are that the increased response could be with us to stay,” predicts Matthew Tilley, director of marketing for Inmar. “Even as the economy showed signs of strengthening, it seems that there’s a new frugality among American consumers that drives them to clip and save.

“In 2010,” he continues, “that new frugality will likely combine forces with an old and not-yet-discarded desire for convenience when digital coupons – delivered through the Internet, loyalty cards and even cell phones – will offer new ways for consumers to save. These new methods of coupon and promotional delivery will reduce some of the friction and thereby encourage even higher levels of redemption.”

Brown of NCH says that 2010 will have all the ingredients for a record-breaking year. He points to high consumer interest in coupons due to personal economic situations, more coupon-backed new product introductions, and marketers’ reliance on coupons to generate sales and retain loyalty in the face of competition from private label.



“I expect that coupons will be used at an even greater rate than the increases we’ve seen in 2009,” he says. “The well-established coupon media will evolve with new ways to retain their position of dominance across the \$400+ billions of coupons offered to consumers annually. For example, FSIs will be expanding their reach in important market segments via shared mail delivery as well as newspapers.”

Tilley of Inmar is also enthusiastic about coupon redemption in the new year.

“I don’t expect 2010 to show us the kind of steep redemption increases that 2009 did,” he explains. “After all, digital promotions delivery is still in its infancy, the economy is showing some signs of improvement and consumers are just now getting their bearings on what’s possible with coupons. But I do expect continued growth – both in terms of the number of coupons used as well as the numbers of consumers using coupons on a regular basis.”

According to Coupons.com, the leading online coupon site, consumers printed coupons worth \$313 million in 2008. The site was on track for a total of \$1 billion in printed coupon savings by the end of 2009.

“Our business grew roughly 170% in 2009, and I anticipate the growth of digital coupons to continue on a similar trajectory in 2010,” predicts Steven Boal, CEO of Coupons.com.

“The vast majority of the growth will remain in printable online coupons as available offers increase with more brands offering more coupons and more prints,” he says. “Anecdotally, we are hearing brands say they are moving 100% of their coupon budgets online. Save-to-Card offers will expand rapidly as a natural turn-key extension of printable.”

Boal sees substantial growth from mobile coupons, albeit from a very small base. Mobile works very differently for restaurants and specialty retailers than for the CPGs and grocery retailers, he points out. With the former, coupons can be visually displayed for redemption; while grocery coupons must be processed and formally cleared.

“As a consequence, in ‘high-volume’ transaction scenarios like grocery, drug, mass, etc., 2010 will be a year for mobile coupon ‘discovery’ versus ‘redemption.’ What I mean is that consumers will use mobile devices to find grocery coupons versus having coupons scanned directly from the phone’s display for redemption. That’s simply too slow and the risk for damage to the phone is just too high. I suspect mobile redemption in these high-volume scenarios is still 3-5 years out and won’t involve the scanning of the actual device,” he says.

Tilley of Inmar summed up the feelings of most executives: “In 2009, coupons became cool again. And in 2010, coupons will continue to be a must-have accessory for well-heeled shoppers everywhere.”

Task Force Eyes Digital Coupons

Digital coupons such as those delivered by mobile phones or loaded on a store’s loyalty card are gaining traction in the marketplace. To keep its members informed, the Association of Coupon Professionals (ACP) aims to study these new promotions in 2010.

“We’ll be working on developing a framework and some data for assessing and analyzing digital coupons,” said Matthew Tilley, who heads the Market Research Task Force that will spearhead the research. He defines “digital coupons” as “those that don’t require paper for redemption.”

There are about a dozen members of the task force, he said, with about four companies very active. He is calling for digital vendors to come forward and share some of their insights and data to help establish benchmarks for brand marketers and retailers looking into deploying these coupons.

“We want to come up with some kind of redemption rate that companies can expect from these coupons, and determine what factors into those redemptions,” said Tilley, vice president of marketing at Inmar.

“Companies like NCH and Inmar can provide aggregate redemption information, but we’re not able to provide some of the other tracking points,” he explained. “For example, how many people selected the offer and whether they redeemed it or not, or



how many people viewed the offer. Those kinds of data points have got to come from the distribution companies.”

The task force aims to develop a primer for these digital coupons. He hastens to add that the primer will not promote one vendor or type of digital offer over another one. “It will be basic and objective head-to-head evaluation, and people can make a decision based on that.”

Internet print-at-home coupons will be included in the analysis as a point-of-comparison, he said, since those coupons are relatively mature and the analysis standards are widely accepted.

The task force aims to gather research and present findings at the ACP conference in April.

“We’ve got a core group of people who are very active and very interested. We have to re-engage and move forward,” Tilley said.

Symbology, Inc. Educates Users on GS1 DataBar™ Verification

The GS1 DataBar™ code, following its familiar path of complexity, is subject to more demanding production requirements than other barcode formats. While users focus on obtaining the correct barcode file, both for content and layout, they may forget to carry the quality levels throughout the production process via quality verification/inspection. Symbology, Inc. stands ready to provide the tools to ensure that the tough quality standards get carried throughout the entire process.

Towards that end, they provide the latest in bar code inspection equipment and consulting services specific to GS1 DataBar™ codes. They’ve also created an overview presentation explaining the importance of barcode inspection and the differences in inspecting GS1 DataBar™ codes.

Conforming to the new quality requirement will help reduce the costs associated with hard to handle fees and coupon codes that don’t scan at retail.



The GS1 DataBar™ code differs from the previous coupon code format in that in several quality requirements:

- Has a higher quality requirement than UPC EAN/Coupon extended code
- Mandates an ISO15416 Grade of 2.5 or ANSI Grade of a B
- GS1 DataBar Coupon bar code has much more covert data, making scanning even more critical.

Further information is available from sales@symbology.com, 800.328.2612., www.symbology.com .

FREE STANDING INSERT (FSI) COUPON ACTIVITY INCREASED 8.0 PERCENT TO MORE THAN 272 BILLION COUPONS DROPPED DURING 2009

**Retailer promotion activity increased 37.7
percent to more than 9.0 billion pages**

**388 new product introductions included FSI
coupon support**

Free Standing Insert (FSI) coupon activity increased 8.0 percent during 2009 versus the previous year to more than 272 billion Coupons Dropped according to Marx Promotion Intelligence, a division of TNS Media Intelligence. This activity level is the highest yearly Coupons Dropped observed during the past decade, surpassing the second highest annual Coupons Dropped of 257 billion realized in 2007.

Marx Promotion Intelligence, the industry standard for tracking FSI coupon activity, reports that retailer promotion pages also achieved new record levels with a 37.7 percent increase to more than 9.0 billion pages in 2009, continuing the pattern of significant annual



growth rates which began in 2007.

“As consumers adapt to new economic realities, marketers are increasing their use of FSI coupons within their marketing mix to deliver advertising impact, influence consumer behavior, and secure retailer distribution and merchandising,” said Mark Nesbitt, President, TNS Media Intelligence. “Leading retailers are also increasing their use of FSI vehicles to drive planned shopping trips and build shopper loyalty. Manufacturers and retailers are working together to deliver relevant incentives to their consumers and shoppers during increasingly difficult economic times. Although ‘shopper marketing’ tactics are still evolving, FSIs have clearly emerged as a key component of manufacturer and retailer aligned promotion programs.”

FSI coupon support was included as part of 388 new product introductions during this period, up from 334 during 2008. “After a decline in new product activity in 2008, manufacturers again appear to be investing in innovation to grow their brands,” said Mark Nesbitt.

Corporate “scale” events continued to grow as a promotion tactic in 2009. Scale events included both manufacturer solo inserts in which the entire vehicle is comprised of events from a single manufacturer and multiple-page corporate themed events that are distributed within cooperative FSI coupon vehicles. Corporate scale events contributed in part to the “pre-Easter” promotion week of April 5th having the greatest activity with a weighted average circulation of 144 pages. The “New Year” promotion week of January 4th (traditionally the heaviest weighted week of the year) was the second most active week in 2009 with 136 pages of FSI promotions.



“Manufacturers are using corporate scale FSI coupon events as an effective advertising vehicle to leverage their brand portfolios to break through the promotion clutter and engage their consumers while also creating a more robust merchandising opportunity for their retailer partners,” said Mark Nesbitt.

Overall FSI Activity

During 2009, more than \$385 billion in consumer incentives were delivered via FSI coupons, up 15.0 percent from 2008. During the same period, over 272 billion coupons were distributed within more than 203 billion FSI pages. FSI coupon average Face Value achieved a new record level in 2009 at \$1.42, up 6.5 percent versus 2008. However, Average Expiration (Fuse) remained below ten weeks with a decrease to 9.3 weeks, down 3.9 percent versus a year ago. These trends indicate that manufacturers are delivering more offers of greater value to the consumer, but are managing their financial exposure by reducing the length of time that these offers are available in the market.

2009 versus 2008		
Measure	2009	% Change
Dollars Circulated	\$385 billion	15.0%
Coupons Dropped	272 billion	8.0%
Pages Distributed	203 billion	4.0%
Face Value (average)	\$1.42	6.5%
Fuse (weeks)	9.3	-3.9%



Top 10 Categories for New Product Activity

During 2009, there were 388 new products that delivered FSI coupons across 788 event dates as part of their introduction, averaging 2.0 event dates per new product. This activity is up from 334 new products, 635 event dates, and 1.9 event dates per new product during 2008. The Snacks category led with 30 new products, followed by Alcoholic Beverages with 25 new products and Cereals with 24 new products.

2009		
Rank	Product Type	# New Products
1	Snacks	30
2	Alcoholic Beverages	25
3	Cereals	24
4	Milk/Milk Products	18
5	Prepared Food/Frozen	12
6	Household Cleaning Products	11
6	Pet Food & Treats	11
6	Beverages	11
9	Bread Product/Shelf	10
10	Pet Products	8

Top 10 FSI Product Types in 2009 (by Coupons Dropped*)

The top 10 product types based on Coupons Dropped accounted for 34.8 percent of all FSI coupon activity during 2009.

Combination/Personal products (comprised of Personal Care brands which are promoted across multiple individual Personal Care categories) ranked first and increased 7.5 percent to distribute more than 13.3 billion coupons. Pet Food & Treats took second place with a 4.0 percent increase to 13.1 million coupons.

Rank	Product Type	Coupons Dropped (MM)*			
		2008	2009	% Chg	Actual Chg (MM)
1	Combination/Personal	12,379	13,305	7.5%	926
2	Pet Food & Treats	12,677	13,182	4.0%	504
3	Household Cleaning Products	13,141	11,504	-12.5%	-1,637
4	Snacks	9,949	10,976	10.3%	1,026
5	Rug/Room Deodorizer	7,600	8,837	16.3%	1,236
6	Vitamins	8,275	8,748	5.7%	473
7	Cough/Cold/Sinus/Allergy	7,990	8,146	2.0%	156
8	Hair Care	6,953	7,522	8.2%	569
9	Shaving Cream/Razor	5,355	6,233	16.4%	878
10	AP/Deodorant	5,698	6,229	9.3%	531

*Coupons Dropped equals the actual number of coupons distributed in FSI inserts for manufacturers' brands.

The 7th annual FSI Distribution Trends Report is issued by Marx Promotion Intelligence, a TNS Media Intelligence company. Marx Promotion Intelligence is considered the industry standard for tracking FSI coupon activity. Free copies of the comprehensive Marx FSI Distribution Trends Report are available through the Marx Promotion Intelligence website at: www.tnsmi-marx.com.

Bar Code Graphics launches I Phone Application

Within the first week, the CardBank application has consistently remained in the Top 50 Paid Utility Applications on the iTunes Store and has been downloaded by over 20,000 users. Over 140 loyalty card programs are programmed into CardBank, and by the end of 2009 the total number of included programs will be 200. Within the application, users can easily request new programs to be added to the application. As more mobile coupon solution providers tether their offerings to consumers' existing loyalty cards, consumers can consequently utilize Cardbank to redeem mobile promotional coupons.

"Since Bar Code Graphics, Inc. specializes in barcode origination and barcode symbol print quality, offering a mobile barcode application seemed like the next logical step," says Andrew Verb, President. "There are still some implementation roadblocks due to older retail scanning equipment out in the marketplace and user related hurdles. However, our users are reporting fantastic results from new CCD scanners." CardBank can display barcodes in both portrait and landscape orientations to help facilitate positive scanning results. Complete information and a listing of included programs is available at www.barcode2mobile.com.

Since the inception of UPC, Bar Code Graphics, Inc. has been a leading provider of barcode artwork and is considered the premier authority on bar code print quality. In 2001, www.createbarcodes.com was launched has provided online digital barcodes, such as GS1 Databar Coupons, with immediate delivery for over 50,000 clients. In addition, Bar Code Graphics, Inc. is the largest North American testing center for barcode symbols.



ProLogic Signs Agreement To Clear Digital Coupons for Independently Owned and Operated Shop 'n Save Stores

ProLogic recently signed an agreement to process and clear digital coupons for Shop 'n Save® Supermarkets, a group of about 70 independently owned and operated grocery stores in western Pennsylvania, eastern Ohio, and West Virginia.

Since September, Shop 'n Save has offered its customers the ability to download digital coupons directly from its website to their loyalty card. At checkout, consumers can simply swipe their card to receive the coupon savings for each item they purchased, without having to clip a paper coupon or present it at the point-of-sale.

Once the offer is redeemed by the consumer using the loyalty card, ProLogic clears the financial transaction between Shop 'n Save and the manufacturer. Using this model, Shop 'n Save and its manufacturers benefit from the same accurate, controlled and audited process that ProLogic uses for clearing paper coupons.

For more information about ProLogic's digital coupon clearing capability, contact ProLogic at comments@prologicredemption.com

Pinpoint offering Educational webinars on Family Codes, GS1Databar and GaS1 Databar for Internet Print at home

As part of the strive toward exceeding excellence and knowledgebase in the consumer world, Pinpoint Data is proud to offer three premiere presentations – GS1 DataBar Coding Fundamentals, GS1 DataBar Interim Best Practices and The 411 on Family Code Structure Building.

- **Family Code:** We will go into the background of family codes, specific detail on how to code your family code structure based off of a number of areas – brand, color, size, price point, etc. as well as how to properly establish a family code structure that works best with how you promote

your products. This webinar will appeal to anyone who is thinking about setting a family code structure up, or anyone who already has a structure, but thinks it may be set up incongruent to how they see themselves couponing in the future.

- **GS1 DataBar Coding Fundamentals:** With a year to go before the final transition into GS1 DataBar, Pinpoint Data would like to ensure that everyone is up to speed with the barcode options that will become available. This in-depth look at the GS1 DataBar will take you through the expanded capabilities it offers, the major differences from the old UPC-A/GS1-128 coupon barcodes, and the do's/don'ts of DataBar coding.
- **GS1 DataBar Interim Best Practices:** With the transition into GS1 DataBar a year ahead of its final descent, we are still confined to the standard of the UPC-A/GS1-128. This kind of "middle ground" or interim phase can be somewhat confusing in what kind of coding should be used or not used for couponing purposes. To answer some of the questions that we get presented with on a daily basis, Pinpoint Data would like to offer this presentation up to some of the most frequently asked questions involving coding. This presentation will appeal to anyone who has ever been unsure of how to code their UPC-A portion or GS1 DataBar portion of a coupon barcode.

"If you would like more information in reference to any of these presentations, please contact Pinpoint Data directly at info@pinpoint-data.com or (908) 756-9400."

Catalina and Nielsen announce Joint Venture

Catalina Marketing and The Nielsen Company announced that they are proud of the long-standing relationships they have with their clients and continually look for innovative ways to extend and enhance our offerings to help them solve their strategic business and marketing issues. To that end, they are announcing that they are joining forces to create Nielsen Catalina Ventures, the next generation of precision media solutions and ROI measurement tools that will enable advertisers to shape their marketing investments with greater precision, speed and agility.

Nielsen Catalina Ventures, a 50-50% joint venture between The Nielsen Company and Catalina Marketing, will integrate Nielsen's



industry-leading TV, Internet and household purchase panels with purchase data from more than 50 million shoppers from a cross section of retailers in Catalina Marketing's network. The JV will provide cutting-edge solutions that enable CPG marketers to better understand how their TV and Internet campaigns drive consumers' actual in-store buying behavior. This unprecedented level of insight will help marketers shape their marketing and media campaigns to generate greater return on investment.

They expect Nielsen Catalina Ventures to deliver its first new products in the first half of 2010 and will look forward to sharing more specifics in the New Year. If you would like to learn more about Nielsen Catalina Ventures and the services it will provide, we invite you to contact your current Nielsen or Catalina representative, or Mike Nazzaro, who has been named the CEO of the joint venture.