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**FOR IMMEDIATE RELEASE**

## **ACP Launches Free Poster to Assist Retailers in Recognizing Legitimate Internet Coupons**

**DREXEL HILL, Pa., February 25, 2009** – The Association of Coupon Professionals (ACP) has developed an easy-to-read poster designed to assist store personnel in recognizing legitimate Internet coupons.

While the Internet has become a viable coupon distribution method, with many manufacturers utilizing proper print-controlled coupon technologies, there have also been occasional instances of certain retailers not accepting legitimate Internet coupons. This issue has left customers disgruntled and manufacturers frustrated.

Consistent with one of the ACP's goals of providing education in the development, distribution and redemption of coupons, the poster was created to facilitate acceptance of, and reimbursement for, valid coupons.

“The poster was developed by the Internet Coupon Task Force to help educate retailers and provide tips for cashiers in recognizing legitimate Internet coupons,” said John Morgan, executive director of ACP. “The poster should help minimize customer dissatisfaction.”

The ACP Retailer Internet Coupon poster provides tips for cashiers to look for certain elements within the coupons such as no free/high-value offers, obvious alternations, unusually long expiration periods, and other features and design elements. Examples of legitimate coupons from different vendors are provided on the poster as sample coupon designs.

The ACP poster is available to interested 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. The poster comes in two sizes: 11" x 17" for placement in a retailer's break or training room, and 8.5" x 5.5" for placement near the cash register at checkout.

For more information about the poster, contact John Morgan at 610-789-1478 and [John.Morgan@acp-hq.org](mailto:John.Morgan@acp-hq.org), or visit [www.couponpros.org](http://www.couponpros.org).

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**About the Association of Coupon Professionals:**

The Association of Coupon Professionals (ACP) is an industry association for marketing professionals who work or have interests in the consumer promotion business. The goals of ACP are to improve coupon industry business conditions, to foster the continuance of coupons as a valuable sales and marketing tool, and to provide a forum for education and the resolution of common industry concerns in the development, distribution, and redemption of coupons.