



NEWS RELEASE - DRAFT

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**The Association of Coupon Professionals
Supports Industry-Wide Change to GS1 Databar Coupon Barcodes**

**GS1 DataBar will be the sole barcode on coupons;
Some coupons already being distributed feature the updates**

Drexel Hill, Pa. – November 21, 2011 – The Association of Coupon Professionals (ACP) supports the coupon industry as it makes the final transition to the single, GS1 Databar, from the current interim dual barcode.

For most coupons there are two/dual barcodes- one is smaller and the second, also known as a GS1 DataBar, is larger and typically has two layers (*Editor's Note: please see accompanying images*). With this industry-wide change, the first, and smaller, barcode is being removed while the GS1 DataBar officially remains.

GS1 DataBar codes have been implemented on most coupons since 2008, and have more data within it that help manufacturers and retailers better validate purchases to the coupon itself; it has been highly anticipated by the industry.

“Barcodes on coupons do not change very often so when they do there can be some confusion by consumers and cashiers, even to the point that they might be considered fraudulent,” said John Morgan, Executive Director of ACP. “Be assured that a coupon with only the GS1 DataBar is likely not fraudulent, and just that it has been transitioned to the newer barcode technology.”

Consumers can be assured that coupons featuring both codes can be interpreted as valid and acceptable through their expiration date.

For more information about the GS1 DataBar technology, contact John Morgan, Executive Director of ACP at 610-789-1478, or John.Morgan@acp-hq.org.

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Editor's Note: please see accompanying images

New

MANUFACTURER COUPON	EXPIRES 12-31-08
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Save 90¢
on any 16 oz. Jemay dish soap



Mountain Fresh
Sunny Lemon
Grease Cutting

CONSUMER: This coupon good only on purchase of product indicated. Any other use constitutes fraud. Limit one coupon per purchase.

RETAILER: Jemay, Inc. will reimburse you for the value of this coupon plus 8¢ if submitted in compliance with Jemay, Inc. Coupon Redemption Policy. This coupon is good only when redeemed by you from the consumer at the time of purchasing product indicated. Any other use constitutes fraud. Coupon is void if reproduced or if prohibited, taxed or restricted by law. Good only in the Continental USA, Alaska, Hawaii and Puerto Rico. Cash value 1/20 of 1¢.

Mail to Jemay Inc., 100 Main Street, City, ST, 00000.

0014141-012345



Current

MANUFACTURER COUPON	EXPIRES 12-31-08
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Save 90¢
on any 16 oz. Jemay dish soap



Mountain Fresh
Sunny Lemon
Grease Cutting

CONSUMER: This coupon good only on purchase of product indicated. Any other use constitutes fraud. Limit one coupon per purchase.

RETAILER: Jemay, Inc. will reimburse you for the value of this coupon plus 8¢ if submitted in compliance with Jemay, Inc. Coupon Redemption Policy. This coupon is good only when redeemed by you from the consumer at the time of purchasing product indicated. Any other use constitutes fraud. Coupon is void if reproduced or if prohibited, taxed or restricted by law. Good only in the Continental USA, Alaska, Hawaii and Puerto Rico. Cash value 1/20 of 1¢.

Mail to Jemay Inc., 100 Main Street, City, ST, 00000.

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