



NEWS RELEASE

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ACP Offers Free Educational Resources Including Retailer Coupon Poster to Help Recognize Legitimate Internet Coupons

Updated Resources Feature New GS1 Databar as the Industry Marks 125 Years of Coupons

Drexel Hill, Pa. – September 4, 2012 – As the coupon industry marks the 125th Anniversary of the first coupon, the **Association of Coupon Professionals (ACP)** has developed an easy-to-read PDF format poster to help store associates tell the difference between legitimate and fraudulent Internet coupons. It is free along with the informative resource “ACP, Internet Coupons, Overview and Guidelines”. The ACP Retailer Coupon Poster is ideal for placement in a retailer’s break or training room.

From time-to-time, fraudulent coupons have been unknowingly accepted by some retailers which can create a negative perception of Internet print-at-home coupons. The informative poster aims to help 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, ACP Executive Director**.

The PDF poster is free to retailers via email and instructs cashiers to look closely for obvious alterations 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.

The cost of the program was generously funded with the help of sponsors: **Catalina Marketing, Coupons, Inc., Inmar, SEA Enterprises, NCL Graphics, News America, Prologic, RPR**, with the support of the **Food Marketing Institute (FMI)** and **GS1US**.

About the Association of Coupon Professionals

The Association of Coupon Professionals is an industry trade organization whose over 60 manufacturer, retailer and solution provider members, create a forum that fosters expertise, education, and leadership to enrich the development, distribution, and redemption of coupons, ensuring they remain a viable sales and marketing tool.

For more information about the free educational resources, or membership inquiries, visit www.couponpros.org, or contact John Morgan, Executive Director, at 610-789-9993, or John.Morgan@acp-hq.org.

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