



INDUSTRY ANNOUNCEMENT

NEWS RELEASE

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CONTACT: Association of Coupon Professionals
John Morgan, john.morgan@couponpros.org, 610-789-1478

Single Source Vendor for Universal Digital Coupon Solution Announced at the Industry Coupon Conference

Fort Worth, Texas based non-profit, The Coupon Bureau (TCB) has been selected to provide a Universal Coupon Solution

Lake Buena Vista, FL – The Joint Industry Coupon Committee (JICC) co-chairs, Mary Oster, Target and Jackie Broberg, General Mills announced the Single Source Vendor for Universal Digital Coupon Solution selection in a general session at the Industry Coupon Conference.

Fort Worth, Texas based non-profit, The Coupon Bureau (TCB) has been selected to provide a Universal Coupon Solution. The selection process was completed after project requirements and standards were identified, an RFP was released, and an extensive evaluation of submittals coming from a wide-range of industry service providers and technology companies.

This JICC/ACP led project began three years ago with the mission to solve the challenges around retailer agnostic mobile coupons and coupon fraud in the industry. The selection is endorsed by the leading industry associations: Joint Industry Coupon Committee, Food Marketing Institute, Grocery Manufacturers Association and Association of Coupon Professionals.

The Coupon Bureau will provide the industry with connectivity to a Universal Positive Offer file that will house all distributed, serialized coupons available for redemption. Operated as a non-profit, TCB will provide the agnosticism and industry oversight required to connect all coupon industry stakeholders. Connectivity to the Universal Positive Offer file will enable retailer agnostic mobile coupons, support smarter and more strategic campaigns, mitigate fraud and simplify the redemption and reconciliation processes.

“We are thrilled to see this project come to fruition. We believe The Coupon Bureau will support the connectivity needed to unite our industry, and provide a utility that will carry the coupon industry into the future.” commented the Co-chairs of the JICC.

Industry testing has been completed and the solution is prepared for retailer, clearinghouse and service provider connectivity. This open market solution will fuel new innovation for manufacturer coupon tools across all retail verticals.

About the Coupon Bureau: The Coupon Bureau is an open-market platform connecting all stakeholders to the new Universal Positive Offer File. We help support smarter promotions and enable the ongoing growth of the industry. This allows all current stakeholders to maintain their current business functions and expand those by utilizing The Coupon Bureau connectivity. For more information, visit <http://www.thecouponbureau.org/>

About the JICC:

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 conference, contact **John Morgan**, ACP Executive Director, at 610-789-1478, John.Morgan@acp-hq.org, or visit www.couponpros.org

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