

# Up to a \$2,500 REWARD

For information leading to the successful prosecution of the individual(s) responsible for producing this counterfeit coupon<sup>1</sup>.

**This counterfeit was not created by or authorized by PepsiCo and should not be accepted at retail stores under any circumstances.**

**MANUFACTURER'S COUPON** Expires 12/01/2017

**SAVE \$6.00**  
on any ONE (1) Frito-Lay® Snack Size multi-bag mix

0445 3368 9934 2678

CONSUMER: LIMIT ONE COUPON PER ITEM of products and qualifies stated. LIMIT OF 4 IDENTICAL COUPONS PER HOUSEHOLD PER TRANSACTION. Any other use constitutes fraud. Coupons not authorized if purchasing products for resale. VOID if transferred, sold, auctioned, reproduced or altered from original. You may pay sales tax. Do not send to Manufacturer. DEALER: Send coupon for redemption to: Coupon Redemption Corporation, 2150 Sunnyside Drive, Denver, CO 80202. 45237 signifies compliance with policy; includes 8¢ handling fee. Copy available at above address. No cash or credit in excess of shelf price may be returned to consumer but may be applied to transaction. Cash value 1/100 of 1¢. NOT VALID IN CANADA, 2016

RETAILER: Authenticate at [www.veri-fi.com](http://www.veri-fi.com). Do not accept without a dot-scan barcode below the expiration date.

0037600-086423

**COUNTERFEIT**

**Lays**

VERI-FI

**INDIVIDUALS AND INTERNET SITES ATTEMPTING TO REDEEM, TRANSMIT, AUCTION, POST, REPRODUCE, TRANSFER, BARTER OR SELL COUNTERFEIT COUPONS MAY BE SUBJECT TO CRIMINAL PROSECUTION AND/OR CIVIL ACTION.**



This public service announcement and reward program has been provided by PepsiCo, owner of the registered trademarks, and by The Coupon Information Corporation, a not-for-profit organization dedicated to enhancing the integrity of the coupon redemption process. Visit the CIC web site at [www.couponinformationcenter.com](http://www.couponinformationcenter.com) for more information about coupon fraud.

<sup>1</sup> \* See Page Two for Terms & Conditions

**CIC REWARD FOR TIPS LEADING TO THE PROSECUTION  
OF THE COUPON COUNTERFEITER(S) AND RESULTING RESTITUTION REGARDING THE COUPON IDENTIFIED  
ON PREVIOUS PAGE.**

Subject to the conditions below, the Coupon Information Corporation (“CIC”) hereby offers a reward of \$2,500 or 25% of the restitution awarded to and collected by CIC and/or CIC’s Members, whichever is less, for information concerning the counterfeit coupon identified on the previous page where:

1. Such information is provided to CIC on or before January 25, 2018;
2. When referred to law enforcement officials deemed appropriate by CIC in light of the geographic location of the alleged counterfeiting activities, the information prompts law enforcement officials to initiate a new investigation of such activities; and
3. That investigation leads to a prosecution and/or plea agreement resulting in the payment of restitution to CIC and/or one or more of its Members.

CIC notes that, while it will take reasonable steps, if warranted, to encourage these matters, it has no ability to control 1) whether law enforcement officials decide to initiate an investigation, 2) the scope and intensity of any such investigation, 3) whether law enforcement officials seek restitution in any plea agreement and/or a court orders restitution and 4) whether restitution is awarded and actually paid.

CIC is not a law enforcement agency and will not conduct any investigation itself. Also, the information must lead to a new investigation; providing information or cooperating in an ongoing or previously-initiated investigation is not sufficient. Finally, as is evident from the terms above, if there is no restitution there will be no reward.

Any questions concerning this offer may be directed to Bud Miller, Executive Director of the CIC, at <http://couponinformationcenter.com/contact-us.php>.