

CONSUMER ALERT

Counterfeit Coupon Phishing Attack

Consumers are cautioned that unknown individuals are apparently distributing the counterfeit coupon reproduced below via Facebook. The counterfeit appears to serve as bait to obtain consumers' personal information and to promote spreading the counterfeit. This scam is being conducted by individuals cloaking their identities via a private service located in a foreign country.

MANUFACTURERS COUPON EXPIRES 05/15/2016

Newport

2 FREE CARTON
Any Newport Brand Cigarette

CONSUMER: Only for (2) cartons per pack. See pay terms for any in deposit charge where applicable. Coupon may not be assigned, transferred or reproduced. Cash value 1/100th.
RETAILER: Our cooperation will reimburse you for your selling price up to a maximum value. Please read coupons for R. J. Reynolds Tobacco Company, Consumer Coupon Redemption Policy, 5 Fawcett Drive, New York, NY 12285.

MAXIMUM VALUE: \$1.00
RETAILER: Please fill out the following information for the redemption after completion.

NAME: _____ ADDRESS: _____

3 12309 00001 2

Counterfeit

Get-2-Free Newport Cigarette Carton to celebrate 110th Birthday

Get yours here - (2) per person

WEBSITE REFERENCE DELETED

R.J. Reynolds Tobacco Company does not distribute print-at-home coupons or free cigarette coupons for any of its brands, including Newport.

It is likely that the individuals responsible for these illegal activities will use other counterfeits and websites as their scam evolves. Consumers are urged to avoid any offer that seems "too good to be true" on social media, especially if the consumer is required to repost information on social media groups prior to receiving the promotion. When in doubt, please contact the manufacturer directly via their website or consumer service phone number.



This public service announcement has been provided by R.J. Reynolds Tobacco Company 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 for more information about coupon fraud.