



Balsiger Convicted in Coupon Fraud Case

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FOR IMMEDIATE RELEASE

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MILWAUKEE- Chris Balsiger was convicted on 12 criminal charges relating to an alleged \$250 million coupon fraud scheme and associated obstruction of justice. Balsiger was acquitted of 15 other counts related to the alleged coupon fraud. Balsiger faces the possibility of years in prison, forfeitures, restitution, fines and other penalties.

Balsiger is the former CEO of International Outsourcing which once was one of the largest coupon processors. Nine other defendants in the case pled guilty to charges in the case. Charges against two of the defendants were dismissed in exchange for their cooperation in the case.

The Coupon Information Corporation (CIC) and its Members would like to thank FBI Special Agent Steve Vitale; AUSA Richard G Frohling; AUSA Stephen Ingraham; and AUSA Kelly Brown Watzka, and all of the law enforcement professionals who faithfully and persistently pursued this investigation for over a decade. Their perseverance and dedication to revealing the truth of these criminal activities in the face of threats and intimidation tactics serves as an inspiration to those who seek justice everywhere.

We would also like to thank those industry professionals, including our Members, who stood up to oppose this corruption. We greatly appreciate your hard work and encourage you to continue your efforts to enhance the integrity of the industry which benefits the consumers we all serve.

The Coupon Information Corporation (CIC) is a not-for-profit association of consumer product manufacturers dedicated to fighting coupon misredemption and fraud. CIC was founded to encourage integrity in connection with the redemption of manufacturers' coupons and participation in other promotional programs.

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