



TO: Our Valued Retailers

RE: GREAT NEWS! \$5 Off Digital Coupon Goes Live June 11<sup>th</sup>!

DATE: June 4, 2012

**Great news!**

From June 11, 2012 through July 11, 2012, customers will have an opportunity to download a manufacturer's coupon for \$5 off the purchase of Benjamin Moore® premium interior and exterior paints and stains. The coupon will be available on ***coupons.com***, which has an email subscriber list of ***over 17 million*** nationwide. We will also feature the coupon on ***benjaminmoore.com*** as well as our ***facebook*** page.

**IMPORTANT PROGRAM INFORMATION**

What does the coupon look like?



What Benjamin Moore paint and stain products are included in this offer?

The offer is applicable to all interior and exterior gallons of Benjamin Moore Aura®, ben®, Natura®, Regal®, Regal® Select and ARBORCOAT®.

Where can consumers find the coupon?

The coupon will be posted on:

- [coupons.com](http://coupons.com)
- [benjaminmoore.com](http://benjaminmoore.com)
- Benjamin Moore's facebook page

Will I be reimbursed by Benjamin Moore for redeemed coupons?

Yes, Benjamin Moore will reimburse retailers for redeemed offers. Benjamin Moore will not reimburse/accept any photocopied coupons. Each coupon has a unique code assigned to the customer's computer IP address. Any falsification will be tracked to the customer.

**How will a customer find out about the coupon?**

- If the customer is a coupons.com subscriber, the coupon will be included in a weekly email from coupons.com.
- Our 186,000 facebook fans will see it on Benjamin Moore's facebook page and news feed.
- It will be displayed on the homepage of benjaminmoore.com
- Retailers can link to the coupon offer on facebook or benjaminmoore.com and send it to their customer base via email as well as link the coupon on their store's website and facebook page.

**How do retailers get reimbursed?**

- Retailers must:
  - Complete all information on each redeemed coupon.
  - Complete all information on the reimbursement form and submit by September 30, 2012.
  - Include the redemption form with the collected coupons in the envelope provided.
  - Mail the redemption form and coupons to the following address:  
**CI Dept. 23906, PO Box 6710, Santa Clara, CA 95056**  
(Please note, a third party is auditing and processing the coupon redemptions. It is imperative that all forms are submitted by September 30, 2012).

**Can a customer forward the coupon to a friend?**

Yes, the coupon link can be forwarded to a friend. However, each coupon can only be printed three times.

**Why is our coupon posted on coupons.com?**

Over 17 million people subscribe to coupons.com so we're able to reach a large audience of potential new customers. This supports our efforts to drive new customers to your store.

**How do customers redeem the coupon?**

The customer will download and print the \$5 off manufacturer's coupon; bring it into the store; and get \$5 off a gallon purchase. The customer will be allowed to print the coupon a maximum of three times. Benjamin Moore will not reimburse/accept any photocopied coupons. Each coupon has a unique code assigned to the customer's computer IP address. Any falsification will be tracked to the customer.

**Can this coupon be combined with any other offer?**

No, this offer cannot be combined with any other offer.

What is the UPC I can enter in my POS system?



**What are the rules?**

- Only one gallon per coupon
  - Special notes:
    - While each coupon is only good on one gallon, each customer is allowed to print and use three coupons.
    - A unique coupon must be presented at the time of purchase for each gallon.
    - In order to receive your \$5 reimbursement there must be a coupon sent for each gallon.
- Purchases must be made from June 11, 2012 through July 31, 2012

**What if a retailer has questions?**

If you have any questions, please contact your Retail Marketing Specialists (RMS).