

Bricks Duet™

Bring the right customers to your brands...
and keep them!



They're Your Customers - Find Them, Talk to Them, Keep Them!

Coupons, Inc. takes lead generation to the next level with our secure consumer-printed coupon technology. We'll help you find and engage consumers who show an interest in your products and get their permission to continue to market to them. Our solution helps marketers **generate leads** to build in-house consumer databases for use in future marketing campaigns to acquire and keep high-value customers.

Increased ROI with Quality Leads

Bricks Duet™ programs generate high quality leads by integrating promotional tools and coupons to **match specific consumer requests**. Setting this foundation ensures one-to-one marketing to interested consumers, making future marketing communications to them **personal, relevant, and anticipated**. Our focus ensures an increased return on investment for you by capturing lists of highly engaged customers. Most importantly, the relationship is started and built around a positive brand experience.

Our Audience...Your Customers

Over 75 MM+ unique visitors per month

Over 80% are women

Over 70% are parents

Over 80% are pet owners

How Bricks Duet™ Delivers Increased ROI

Relevance: Consumers select and respond to offers for products that interest them.

Opt-in: Consumers complete an individual survey and opt-in specifically for your product. No tricks, no long, confusing opt-out lists compiling data for dozens of different brands at once.

Incentive: Bricks Duet™ offers a coupon for **your product** as the incentive to the consumer for opting-in; confirming and reinforcing high interest in your brand.

Turnkey Programs for Rapid Success

Coupons, Inc. has created a turnkey solution to capture consumer information with the **proven response rates** and tracking of brand-name coupons and the **extensive reach of our network** of e-mail and web marketing sites. Our online partner sites include leading lifestyle, retail, and newspaper sites giving you significant reach and the ability to drive volume (*please refer to the back for a representative list*).

Our industry-leading security and distribution control manages print and survey response limits to reduce duplication. It all adds up to high quality leads for your marketing programs.

Your customers are out there. Let Coupons, Inc. bring them to you. Learn more at www.couponsinc.com.

Digital FSI™ Network: A Representative List of Sites

4MomsAtHome.com www.4momsathome.com
 AllRecipes.com www.allrecipes.com
 Asheville Citizen-times* www.citizen-times.com
 AZCentral.com* www.azcentral.com
 Babytobee.com www.babytobee.com
 Baltimore Sun* www.baltimoresun.com
 Bestsimplerecipes.com www.bestsimplerecipes.com
 BetterBudgeting.com www.betterbudgeting.com
 Binghamton Press & Sun* www.pressconnects.com
 Boodle.com* www.boodle.com
 BudgetMom.com* www.budgetmom.com
 Burlington Free Press* www.burlingtonfreepress.com
 CBS11TV www.cbs11tv.com
 CBS13 www.cbs13.com
 CBS2 www.cbs2.com
 CBS2Chicago www.cbs2chicago.com
 CBS3 www.cbs3.com
 CBS4 www.cbs4.com
 CBS4Boston www.cbs4boston.com
 CBS4Denver www.cbs4denver.com
 CBS5 www.cbs5.com
 Cereal.com www.cereal.com
 Charleston Gazette* www.wvgazette.com
 Charlotte Observer* www.charlotte.com
 Chicago Tribune* www.chicagotribune.com
 Cincinnati.com* www.cincinnati.com
 City Rewards Network www.cityrewardsnetwork.com
 ClarionLedger.com* www.clarionledger.com
 Click2Houston.com www.click2houston.com
 ClickonDetroit.com www.clickondetroit.com
 Commercial Appeal* www.commercialappeal.com
 Cookingfor2.com www.cookingfor2.com
 Cookingspot.com* www.cookingspot.com
 CouponBug.com www.couponbug.com
 CouponMommies.com www.couponmommies.com
 CouponPages.com www.couponpages.com
 Coupons.com www.coupons.com
 Courier-Journal* www.courier-journal.com
 CourierPostOnline.com* www.courierpostonline.com
 CuponesyMuestras.com www.cuponesymuestras.com
 Daily Herald* www.dailyherald.com
 Daily Press* www.dailypress.com
 DailyRecord.com* www.dailyrecord.com
 Dayton Daily News* www.daytondailynews.com
 DelawareOnline.com* www.delawareonline.com
 Democrat and Chronicle* www.democratandchronicle.com
 Des Moines Register* www.desmoinesregister.com
 Detroit Free Press* www.freep.com
 Dianaskitchen.com www.dianaskitchen.com
 East Valley Tribune* www.eastvalleytribune.com
 eClip.com www.eclip.com
 ExpressCoupons.com www.expresscoupons.com
 FloridaToday.com* www.floridatoday.com
 Fort Worth Star-Telegram* www.star-telegram.com
 FOX10TV www.fox10tv.com
 GRStar.com www.grstar.com
 Hartford Courant* www.courant.com
 Honolulu Advertiser* www.honoluluadvertiser.com
 IdahoStatesman.com* www.idahostatesman.com
 IndyStar.com* www.indystar.com
 Injersey.com* www.app.com
 KABC www.kabc.com
 KAMR www.kamr.com
 Kansas City Star* www.kansascity.com
 KARK www.kark.com
 KBTv4 www.kbtv4.tv
 KEYETV www.keyetv.com
 KFFX www.kffxtv.com
 KFSN abclocal.go.com/kfsn
 KFVS www.kfvs12.com
 KKKGO www.ksurf.am
 KLBK www.klbk.com

KNWA www.knwa.com
 KOLR10 www.kolr10.com
 KQTV www.kq2.com
 KSAN www.ksan.tv
 KSAT.com www.ksat.com
 KSLA www.ksla.com
 KSN16 www.ksn16.com
 KTAB www.ktabtv.com
 KTRK abclocal.go.com/ktrk
 KTUL www.ktul.com
 KUTV www.kutv.com
 KXAS www.nbc5.com
 LA Times* www.latimes.com
 Lansing State Journal* www.lsj.com
 Las Vegas Review-Journal* www.reviewjournal.com
 Lightandtasty.com www.lightandtasty.com
 Local6.com www.local6.com
 MarketSurveys.com www.marketsurveys.com
 MealsForYou.com www.mealsforyou.com
 Military Media* www.militarymedia.com
 Minneapolis Star Tribune* www.startribune.com
 Mommy Jobs www.mommyjobs.com
 Mommysavers www.mommysavers.com
 MomsDiner.com* www.moms-diner.com
 Morning Call* www.mcall.com
 My Pregnancy Guide www.mypregnancyguide.com
 News4jax.com www.news4jax.com
 Newsday* www.newsday.com
 NewsNet5.com www.newsnet5.com
 NewsOK.com* www.newsok.com
 News-Sentinel* www.fortwayne.com
 Newszap.com* www.newszap.com
 NorwichBulletin.com* www.norwichbulletin.com
 Nubella.com www.nubella.com
 NVSource.com* www.nvsource.com
 Ogden Standard Examiner* www.standard.net
 Online-grocery-shopping.net www.online-grocery-shopping.net
 OnlyCoupons www.onlycoupons.com
 OnWisconsin.com* www.onwisconsin.com
 Orange County Register* www.ocregister.com
 Oregonlive.com* www.oregonlive.com
 Orlando Sentinel* www.orlandosentinel.com
 OzarksNow.com* www.ozarksnow.com
 Penny Pincher Gazette www.ppgazette.com
 Pensacola News Journal* www.pensacolanejournal.com
 Philly.com* www.philly.com
 PinchingYourPennies.com* www.pinchinyourpennies.com
 Planetgoldilocks.com* www.planetgoldilocks.com
 PostCrescent.com* www.postcrescent.com
 Post-News Marketplace* www.post-newsmarketplace.com
 PoughKeepsie Journal* www.poughkeepsiejournal.com
 Prime Time Newspapers* www.primetimenewspapers.com
 Resource4mom www.resource4mom.com
 Rockford Register Star* www.r1star.com
 San Jose Mercury News* www.mercurynews.com
 Save.com www.save.com
 Shopathome.com www.shopathome.com
 ShopLocal.com* www.shoplocal.com
 Shopping-Bargains.com www.shopping-bargains.com
 ShoppingBookmarks.com* www.shoppingbookmarks.com
 ShoppingGuru.com www.shoppingguru.com
 SignOnSanDiego.com* www.signonsandiego.com
 Simple Debt Free Living www.simpledebtfreeliving.com
 South Florida Sun-Sentinel* www.sun-sentinel.com
 Springfield State Journal* www.sj-r.com
 St. Paul Pioneer Press* www.twincities.com
 Taste of Home www.tasteofhome.com
 Tennessean of Nashville* www.tennessean.com
 The Coupon Mom www.couponmom.com
 The Shopping Revolution www.ritepriceshop.com
 The State* www.thestate.com
 TheBostonChannel.com www.thebostonchannel.com

TheCarolinaChannel.com www.thecarolinachannel.com
 TheJournalNews.com* www.thejournalnews.com
 TheKCRACChannel.com www.thekcrachannel.com
 TheMilwaukeeChannel.com www.themilwaukeechannel.com
 TheOmahaChannel.com www.theomahachannel.com
 ThePittsburghChannel.com www.thepittsburghchannel.com
 TheSpectrum.com* www.thespectrum.com
 TheTimesHerald.com* www.thetimesherald.com
 TheWGALChannel.com www.wgal.com
 TheWMURChannel.com www.thewmurchannel.com
 Thokalath.com www.thokalath.com
 Toledoblade.com* www.toledoblade.com
 Tribune* www.sanluisobispo.com
 Tucson Citizen* www.tucsoncitizen.com
 Tuscaloosa News* www.tuscaloosaneews.com
 Tv7-4 www.tv7-4.com
 UltimateCoupons.com www.ultimategocoupons.com
 Usacoupons.net www.usacoupons.net
 Vindicator* www.vindy.com
 WABC www.wabcradio.com
 WAND www.wandtv.com
 WANE www.wane.com
 Washington Times* www.washtimes.com
 WAVY www.wavy.com
 WBOY www.wboy.com
 WBRE www.wbre.com
 WCBS-TV www.wcbstv.com
 WCCO www.wcco.com
 WDTN www.wdtn.com
 WebMD www.webmd.com
 WFLX www.wflxfox29.com
 WFRV www.wfrv.com
 WFXV www.utica.tv
 Wichita Eagle* www.kansas.com
 WICZ www.wicz.com
 WISHTV www.wishtv.com
 WIVB www.wivb.com
 WJETTV www.wjettv.com
 WJIA www.wjia.com
 WJRT abclocal.go.com/wjrt
 WJZ www.wjz.com
 WLFI www.wlfi.com
 WLUK www.wluk.com
 WMBD www.wmbd.com
 WMCT www.wmctv.com
 WOIO www.woio.com
 WOODTV www.woodtv.com
 WOWK www.wowktv.com
 WPRI www.wpri.com
 WPVI abclocal.go.com/wpvi
 WPXI.com www.wpxi.com
 WQRF www.fox39.com
 WRAL.com www.wral.com
 WROCTV www.wroctv.com
 WSBTV.com www.wsbtv.com
 WSET www.wset.com
 WSOCTv.com www.wsoc.tv.com
 WSTM www.wstmfm.org
 WTNH www.wtnh.com
 WTNZ www.wtnzfox43.com
 WTRF www.wtrf.com
 WTVd abclocal.go.com/wtd
 WTVM www.wtm.com
 WTVR www.wtvr.com
 WTVW www.wtvw.com
 WTVWO www.wtvwo.com
 WUPW www.wupw.com
 WVNS www.cbs59.com
 WWLP www.wvlp.com
 WWLS www.thesportsanimal.com
 WXIX www.wxix.com
 Yahoo! Messenger Plug-In us.gallery.yahoo.com/apps/309