

Digital FSI™

Effective product promotion through the largest online coupon network.



Digital FSI™

Coupons save consumers millions of dollars every year. The continuous decline of Sunday newspaper circulation has impacted the effectiveness of FSI promotions. By contrast, the online population is growing and more people are turning to the Internet to find coupon savings. With nearly **200 million Americans online**, the potential of Internet-based promotions can no longer be overlooked.

Coupons, Inc.'s Digital FSI™ network comprises the **largest network of coupon content sites** giving you access to this growing audience on the Internet. Through a network of over 1500 sites,* Digital FSI reaches primary grocery, pharmaceutical, and general retail shoppers across all demographics. Consumers find discounts on your products in places they expect: on the websites of their favorite retail stores, newspapers, TV and radio station sites, lifestyle, and information web publishers. They select and print the coupons they want for use in stores.

Coupons, Inc. hosts and manages the Digital FSI coupon content network. All offers are protected by our industry-leading security, which carefully controls the distribution of each coupon across all sites on the network.

* See a representative list of sites that comprise the Digital FSI network on the back of this page.

Unique Advantages

Vast Distribution Scale: With over **1500 sites**, this is the largest online coupon delivery network reaching over 75+ million unique visitors every month.

Best-in-class secure coupon technology: All coupon offers are protected by Coupons, Inc.'s industry-leading security. Proprietary encryption and tools protect transmission of offer information and create a secure connection to our systems, preventing unauthorized coupon prints.

Distribution control: Our systems control the total number of coupons distributed by enforcing print limits at the device and network levels, to limit your redemption liability.

Tracking and Reporting: Track campaign performance by accessing coupon activity (prints and redemptions) via our online reporting system. Use this data to evaluate current and future initiatives.

Online/Offline Integration: Engage your consumers online with coupons and drive offline product sales.

Contact Coupons, Inc. today and reach your consumers where they are – online!



COUPONS • INC

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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.cityrewardnetwork.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.kffx.com
 KFSN abcdlocal.go.com/kfsn
 KFVS www.kfvs12.com
 KKG0 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 abcdlocal.go.com/ktrk
 KTUL www.ktul.com
 KUTV www.kutv.com
 KXAS www.nbc5i.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 StarTribune* 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
 NWSource.com* www.nwsource.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.oregionlive.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.rstar.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.simpledebtfreeiving.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.ritepricestop.com
 The State* www.thestate.com
 TheBostonChannel.com www.thebostonchannel.com

TheCarolinaChannel.com www.thecarolinachannel.com
 TheJournalNews.com* www.thejournalnews.com
 TheKCRACHannel.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
 TheWVGAChannel.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.ultimatecoupons.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 abcdlocal.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 abcdlocal.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.wsoctv.com
 WSTM www.wstmfm.org
 WTNH www.wtnh.com
 WTNZ www.wtnzfox43.com
 WTRF www.wtrf.com
 WTVD abcdlocal.go.com/wtdv
 WTVM www.wtm.com
 WTVR www.wtvr.com
 WTVW www.wtw.com
 WTWO www.wtwo.com
 WUPW www.wupw.com
 WVNS www.cbs59.com
 WWLP www.wwlp.com
 WWLS www.thesportsanimal.com
 WXIX www.wxix.com
 Yahoo! Messenger Plug-In us.gallery.yahoo.com/apps/309