

## Digital-to-Analog Converter Box Coupon Program Coupon Redemption Alternatives

	Website	IVR	UPC @ Auth	Sales Detail Reporting	UPC @ Settle	E-Services
Retailer Verification/Redemption Process	Coupon Number Entered via Website	Coupon Number Entered via Telephone	Coupon Swiped at Point-of Sale (POS). Product Verified at POS.	Coupon Swiped at POS Product verified via daily retailer sales detail reporting	Coupon Swiped at POS Product verified at Settlement of Funds	Separate Communications Link established with POS.
Description	Retailer enters coupon number via a password protected web site. Retailer receives real-time confirmation of Product Eligibility.	Retailer enters coupon number via an automated telephone system from any touch-tone phone. Retailer receives real-time confirmation of Product Eligibility. No additional settlement is required.	Retailer enters coupon number at the POS using standard credit card messaging. UPC must also included in the credit card message. Retailer receives real-time confirmation of Product Eligibility.	Retailer enters coupon number at the POS using standard credit card messaging. UPC is not required in the credit card message. Retailer provides regular Sales Detail Report which includes UPC.	Retailer enters coupon number at the POS using standard credit card messaging. UPC is not required in the credit card authorization message. Retailer includes UPC in credit card settlement file.	Retailer enters coupon number at the POS using a custom messaging specification and communications link. UPC is also entered in the credit card message. Retailer receives real-time confirmation of Product Eligibility.
UPC Verification Timing	Authorization	Authorization	Authorization	Upon receipt of Sales Detail Report	Settlement	Authorization
Retailer Requirements	Internet Access	Telephone Access	Retailer Point-of-Sale Must Pass UPC in Credit Card Authorization Record	Retailer Must Provide Batch Sales Detail Report regularly; Retailer must independently verify UPC at Point-of-Sale	Retailer Point-of-Sale Must Pass UPC in Credit Card Settlement File; Retailer must independently verify UPC at Point-of-Sale	Separate communications link and messaging.