

Consumer Alert: Fraudulent Web Sales of Pinnacle® Coupons

Dear Pinnacle Consumer:

We have seen a steady increase in the number of fraudulent Pinnacle coupons being sold on websites such as eBay. As our loyal customers we would like you to beware of these coupons.

NONE OF THESE COUPONS ARE LEGITIMATE AND ARE ALL CONSIDERED FRAUDULENT.

There are no legitimate Pinnacle coupons being offered for *SALE* on the Internet at this time.

In our attempts to stop the sales of fraudulent coupons, we have already been in contact with eBay® and other websites. We are asking that you not purchase these counterfeit coupons online as this only encourages production of more fraudulent coupons. Together we can work to eliminate the online sales of these FAKE coupons.

ALL PINNACLE RETAILERS HAVE BEEN ADVISED AND WILL NOT ACCEPT THESE FRAUDULENT COUPONS.

Clearly there are company concerns as we deal with the redemption costs for these fraudulent coupons, but we are even more concerned for the cost and embarrassment to our Pinnacle consumers who falls victim to these frauds by purchasing these coupons in good faith and believing them to be legitimate. Please share this information with your fellow Pinnacle consumer. They would be wasting their money if they buy these fraudulent coupons and will learn at checkout that these coupons will no longer be accepted.

SELLING COUNTERFEIT COUPONS IS AN ILLEGAL ACTIVITY.

All known sellers of Pinnacle online coupons are under investigation at this time. It would be unfortunate if any Pinnacle fan became unknowingly caught up in this type of illegal activity. If you are aware of anyone who is selling Pinnacle coupons, whether or not they believed to be legitimate, please share this posting with them.

WHAT YOU CAN DO TO HELP PROTECT OTHER PINNACLE PET PARENTS FROM FALLING VICTIM:

If you have already purchased Pinnacle coupons online, we would be very interested in hearing from you. Please send us an email at fraud@pinnaclepet.com with any information you have about the website and/or individual(s) involved in the sales of the coupon. **WE WILL BE LOOKING INTO PURSUING CRIMINAL CHARGES AGAINST ANY SELLERS OF COUNTERFEIT PINNACLE COUPONS.**

Thank you for your continued trust and loyalty in Pinnacle.

Your pet's biggest fan,

Pinnacle