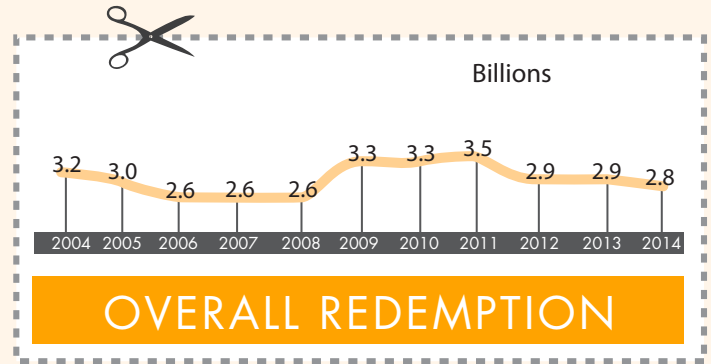
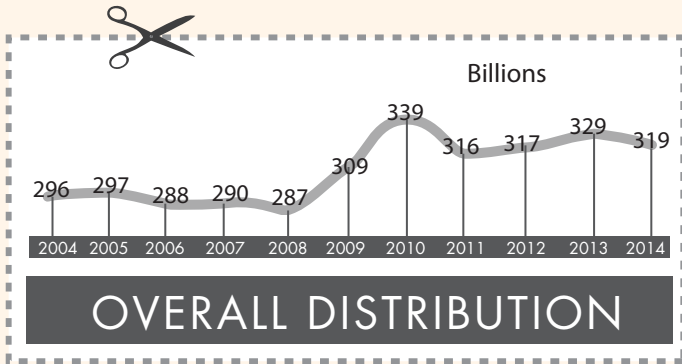
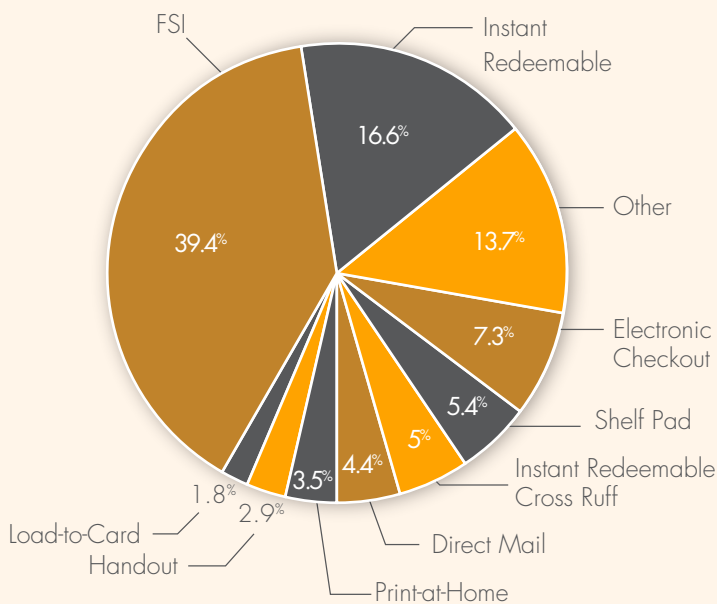


# COUPON TRENDS 2014

## A LOOK BACK



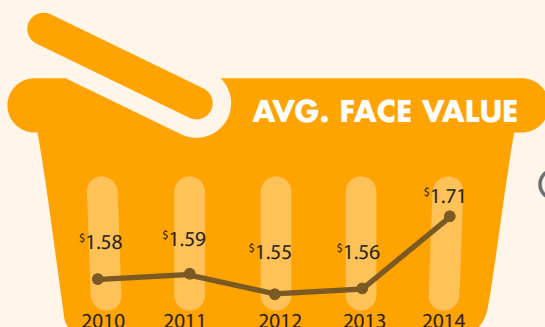
### SHARE OF REDEMPTION



LOAD-TO-CARD  
COUPON  
REDEMPTION **up**



Share of redemption  
**2x Greater than 2013**



OF COUPONS  
DISTRIBUTED

