

**Q: Why are some of my HOW coupons (Wrangler, 3M, Pfizer, etc) getting rejected by CMS?**

A: There are two different CMS addresses (I know its a pain) probably sending to the wrong address.

CMS

1 Fawcett Drive, Del Rio, TX 78840

AND

CMS

PO BOX 426008, Del Rio, TX 78842

The first address (1 Fawcett Drive) is for all our Sponsors coupons. The PO Box 426008 is for our (LOL Purina Feed) coupons. Why two addresses? Since we've moved to CMS handling all our coupons, we are crediting the dealers money back...that money comes out of our pocket. Sponsors are not set up to credit our dealers because they are not tied into our system. Therefore they have to send checks back to dealers which comes out of their pockets, not ours. We need two separate addresses because these are two separate programs.

**Have your accounts look closely at the addresses on the back of each coupon before they mail it in.**

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**Q: My dealer got a rejection letter but no coupons were sent back??**

A: This usually pertains to the Omolene Challenge Coupons we put in magazines and handed out in-store. What's happening is dealers are not looking at the different PE's on each coupon (*Why multiple PE's? So we can track which publication get us the most bang for our advertising dollar*). So Joe's Feed puts down that he has 20 PE0063's and ships it off to CMS. CMS opens it and see's Joe actually has 5 PE0063, 5 PE0059, 5 PE0061 & 5 PE0064. CMS rejects 15 PE0063 because they don't exist but credits them the proper amount, just in other PE's (doesn't send back any coupons with the rejection letter). This is confusing and once I caught onto it I stopped them from sending the letter. However before I could stop them they had already sent out quite a few. **If your account has one of these letters and DID NOT GET ANY COUPONS BACK WITH IT, have them discard it...they'll get the right credit without having to do anything else.**

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**Q: Equine Senior coupons from 2005...dealer sent them to CMS and it took CMS several months to get them back...now what do I do?**

A: It took CMS too long to get these back, they've committed to speeding that process up. All coupons that expired in 2005 should NOT go to CMS. Most of them should go to the plants. If you have a dealer that this happened to (2005 coupons were rejected) have them send those coupons to the plant...they'll handle there.

If its a **Equine Senior coupon (PE0048)** and it says to send it to **Silverstreet Data, DO NOT SEND IT THERE**. They may never see the credit for them (Silverstreet is a pathetic operation which is why we no longer work with them). **Have them or you send ME (email or fax) the number of PE0048's they have**. If your dealer has already sent these to CMS I'll try to catch them before they get rejected...I've been able to do that the last couple of weeks.

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**Q: I have an account that is having a hard time tracing back their coupons....they put a PO# on the form but its never on their credit?**

A: As of today I'm having CMS record additional information from the Reimbursement form. For now it will be the date the dealer puts on the form. I've attached a new form that has a line specifically for any additional information the dealer may want to put down to help them identify those credits better (PO, date, etc). Share this form with your accounts, I'll get it to CMS so they can hand out as well. This information will show up on their invoice.