



PRESS RELEASE

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New SuperCoups Franchise in Union County, New Jersey
Adam Nashed Licenses SuperCoups of Union County, New Jersey

Westfield, N.J. – May 12, 2009 – SuperCoups, a leading direct mail franchisor announced today the granting of a franchise license to Adam Nashed of Bayonne, New Jersey.

“I am happy to be starting a SuperCoups business in today’s economy. It gives me the opportunity to help the businesses in my territory attract more customers.” Nashed said. “Consumers haven’t stopped needing services and they haven’t stopped eating out just because the economy is down, they are just more conscious about looking for discounts and making sure they are getting a great value. With my SuperCoups business I feel I can help the business owners and the consumers.”

As the owner and operator of SuperCoups of Union County, Nashed will work with small business owners to help them attract more customers. He has completed training to assist local businesses in developing effective advertising offers mailed in SuperCoups’ bright blue and yellow envelopes to geographically targeted zones in the Union County area. Consumers will receive these envelopes, filled with offers from local merchants, six times per year and use the coupons to save money on products and services they need.

“We welcome Adam to our SuperCoups family,” said Bill Matthews, SuperCoups Vice President of Franchise Development. “His sales and business experience make him a great choice for the Union County market. We are confident he can make a difference and help small businesses grow in his area.”

Adam Nashed can be reached at SuperCoups of Union County at (201) 388-9339 or by e-mail via anashed@supercoups.biz.

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About SuperCoups:

SuperCoups, a Valassis company, is a leading direct mail franchisor throughout the United States. Since 1982, SuperCoups has delivered local savings coupons to consumers. Currently, the company mails over 1.3 billion offers in 60 million envelopes to 18 U.S. states. Franchisees are professionally trained to assist advertisers in developing effective offers and campaigns to maximize sales results and growth. SuperCoups is headquartered in a state-of-the-art 62,000 s/f facility at 350 Revolutionary Drive in East Taunton, MA 02718. Phone: (508) 977-2000; Web: www.supercoups.com.

About Valassis:

Valassis is one of the nation's leading media and marketing services companies, offering unparalleled reach and scale to more than 15,000 advertisers. Its RedPlum media portfolio delivers value on a weekly basis to over 100 million shoppers across a multi-media platform - in-home, in-store and in-motion. Through its interactive offering - redplum.com - consumers will find compelling national and local deals online. Headquartered in Livonia, Michigan with approximately 7,000 associates in 28 states and eight countries, Valassis is widely recognized for its associate and corporate citizenship programs, including its America's Looking for Its Missing Children(R) program. Valassis companies include Valassis Direct Mail, Inc., Valassis Canada, Promotion Watch, Valassis Relationship Marketing Systems, LLC and NCH Marketing Services, Inc. For more information, visit <http://www.valassis.com> or <http://www.redplum.com>.