



PRESS RELEASE

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SUPERCOUPS FRANCHISES ACROSS THE U.S. ARE RECOGNIZED FOR THEIR ACHIEVEMENTS

Awards Presented During National Winter Meeting

EAST TAUNTON, Massachusetts (January 13, 2010): SuperCoups, a leading nationwide direct mail coupon franchisor since 1982, announces its 2009 award winners among its franchisees across the United States.

Each year during the month of December, SuperCoups recognizes those franchisees who have achieved various levels of sales growth and business operations performance.

This year's winners received their awards and recognition while attending a National Winter Meeting at the Mohegan Sun in Connecticut. "We are proud to reward these franchisees who have achieved their goals by growing their business in 2009," states Bill Matthews, President of SuperCoups. "They have risen above the economic climate and have come out ahead. We applaud them and are proud that they are members of the SuperCoups family."

The recipients of the **Silver Metal Club Awards** which recognizes the achievement of franchisees who have consistently had 20+ advertisers in their mailing envelope throughout the year are **Brian and Susy Elniski** of Monroe County, New York, **Ron Rauso** of Monmouth County, New Jersey, **Debra and**

Bruce Cohen of Bucks and Montgomery Counties, Pennsylvania and **Scott Ellerbrock** of the Milwaukee area in Wisconsin.

Steve Yannalfo and his business partner **Bill Zimmermann** of Bergen County, New Jersey, **Jeff Cwirko** of Rockland County, New York and **John Robichaud** of Penobscot County, Maine earned **Gold Club** status for including 25 or more advertisers in their mailing envelope throughout the year.

The **2009 Rookie of the Year Award** went to **Scott Prewitt** of York, Maine. This outstanding franchisee has been with SuperCoups less than two years. He has maintained a strong coupon count and contributes to the franchise system by sharing his knowledge and experience with the franchise system as a whole.

This year three franchisees earned the **Total Coupon Sales Growth Award** by increasing their number of coupons sold by 15% or more over the prior year, while maintaining or increasing average coupons per envelope. These franchisees include **Debra and Bruce Cohen** of Bucks and Montgomery County, Pennsylvania, **Mike Kalmus** of Somerset, New Jersey and **Steve Churgin** of Central Jersey, New Jersey.

Headquartered in East Taunton, Massachusetts, SuperCoups mails local savings coupons in 42 million bright blue and yellow envelopes to consumers throughout 16 U.S. states. For more information on SuperCoups, visit www.supercoups.com or call 800.626.2620.

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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 42 million envelopes to 16 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 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® 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>.