



PRESS RELEASE

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New SuperCoups Franchise in the Myrtle Beach, South Carolina area *--Beth Cosey Licenses SuperCoups of the Grand Strand --*

MYRTLE BEACH, S.C. – April 14, 2009 – SuperCoups, a leading direct mail franchisor since 1982 announced today the granting of a franchise license to Beth Cosey of Myrtle Beach, South Carolina.

“I am thrilled to bring SuperCoups to the Myrtle Beach and surrounding areas,” Cosey said. “I wanted to start my own business, and in today’s economy SuperCoups seems is the right choice. “I am able to help local businesses attract more customers and increase their sales at a time when they need it the most.”

As the owner and operator of SuperCoups of the Grand Strand, Cosey will work with small business owners in Myrtle Beach and the surrounding Grand Strand area to help them attract more customers. She has completed training to assist local businesses in developing effective advertising offers mailed in SuperCoups’ bright blue and yellow envelopes to over 70,000 homes in her 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 are very happy that Beth is part of our SuperCoups family,” said Bill Matthews, SuperCoups Vice President of Franchise Development. “We wanted to get the right candidate into Myrtle Beach and Beth is it. With Beth’s business

experience coupled with all the tools SuperCoups offers, we are confident she can make a difference and help small businesses grow in her area and deliver the value that consumers highly seek particularly at times like these.”

Beth Cosey can be reached at SuperCoups of the Grand Strand office at (843) 685-2018 or by email via bcosey@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 63 million envelopes to 17 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 our 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>.