



## PRESS RELEASE

### FOR IMMEDIATE RELEASE

SuperCoups® Contact:  
Jennifer Gray Byrne  
Marketing and Franchise Licensing Sales Manager  
[jbyrne@supercoups.com](mailto:jbyrne@supercoups.com)  
508.977.2010

### **New Franchise SuperCoups in Passaic County, New Jersey** *David Contreras Licenses SuperCoups of Passaic County*

OAKLAND, N.J. –Dec. 9, 2008 – SuperCoups, a leading direct mail franchisor since 1982 announced today the granting of a franchise licensing to David Contreras of Oakland, New Jersey.

As owner and operator of SuperCoups of Passaic County, Contreras will be networking with small business owners in Passaic County. He has completed training to assist local businesses in developing effective advertising offers mailed in SuperCoups' bright blue and yellow envelopes to over 160,000 homes in the Passaic County area. Consumers will receive these envelopes six times per year and use the coupons to save money on products and services they need while supporting their local merchants.

Contreras brings with him over 14 years of experience in sales, account management and new business development. "I am very excited to be a part of the SuperCoups team," he said. "I think it's an excellent opportunity for me, considering my background and skill set. I believe my foray into SuperCoups will be rewarding for all."

"We are delighted that David has joined our SuperCoups family," states Bill Matthews, Vice President of Franchise Development. "With David's sales and

business experience, we are confident he can help small businesses attract more customers in today's tough economy. His advertising clients will benefit from his creative coupon design and printing services, up-to-date mailing lists, and the stability of being backed by a leading company in the direct mail industry."

Contreras can be reached at SuperCoups of Passaic County office at (201) 337-3929 or by email via [dcontreras@supercoups.biz](mailto:dcontreras@supercoups.biz).

###

**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](http://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 newest offering -- [redplum.com](http://redplum.com) -- consumers will find compelling national and local deals online. Headquartered in Livonia, Michigan with approximately 7,000 associates in 28 states and nine 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> .*