

NEWS RELEASE

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SuperCoups Announces New Franchisee in Wappingers Falls *Dean Verrigni owner of SuperCoups of the Hudson Valley*

WAPPINGERS FALLS, N.Y. (February 19, 2008): SuperCoups, a leading nationwide direct mail coupon franchisor since 1982, announces the sale of its **SuperCoups of the Hudson Valley** franchise to **Dean Verrigni**, a resident of Wappingers Falls.

As franchisee of SuperCoups of the Hudson Valley, Mr. Verrigni is responsible for networking with small business owners in the Dutchess County area. He has completed training to assist local businesses in developing effective advertising offers mailed in SuperCoups' bright blue and yellow envelopes to 85,000 homes in the Greater Poughkeepsie and Putnam area. Consumers will receive these envelopes six times per year and use the coupons within their local area.

Mr. Verrigni has an outside sales background for over 25 years, most recently as an account executive for Yellow Book USA (Newburgh, NY).

As part of the SuperCoups franchise system, Mr. Verrigni's customers can benefit from his access to state-of-the-art targeting software covering nearly 100% of his geographic zone, creative coupon design and printing services, up-to-date mailing lists which include all new homes and apartment/condominium complexes added every 10 days, and the stability of being backed by a leading company in the direct mail industry.

"I started my SuperCoups franchise because I wanted to help area businesses survive and grow," states Mr. Verrigni. "My goal is to keep advertising affordable and profitable for the business owner, and to offer the SuperCoups choice as a local marketing vehicle in this geographic region. I look forward to helping my customers meet their advertising and growth goals."

Mr. Verrigni is a member of the BNI Poughkeepsie 3000 Chapter.

"Dean's extensive background in the sales industry combined with his passion to help local businesses makes him a great fit within the SuperCoups franchise

system,” comments Bill Matthews, vice president of franchise development for SuperCoups. “We are excited about his new franchise business and what he can do for the local business owners throughout Dutchess County and beyond.”

Dean Verrigni can be reached in the SuperCoups of the Hudson Valley office at 845-297-2702 or by email at: dverrigni@supercoups.biz.

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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 64 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 the nation's leading marketing services company, offering unique and diverse media platforms with the most comprehensive product and client portfolio in the industry. Valassis offers products and services including shared mail; solo mail; newspaper-delivered promotions such as inserts, sampling, polybags and on-page advertisements; in-store marketing; direct-to-door advertising and sampling; Internet-delivered marketing; loyalty marketing software; coupon and promotion clearing; promotion planning; and analytic services. The company's expansive product portfolio reaches over 100 million households each week. Valassis has relationships with more than 15,000 advertisers worldwide in various industries. Headquartered in Livonia, Michigan with approximately 7,000 associates in 29 states and nine countries, Valassis is widely recognized for its associate and corporate citizenship programs, including its Have You Seen Me?(R) missing child program. Valassis companies include ADVO, Inc., Valassis Canada, Promotion Watch, Valassis Relationship Marketing Systems, LLC and NCH Marketing Services, Inc. For additional information, visit the company Web site at <http://www.valassis.com>.