



PRESS RELEASE

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Local Business Owner Helps Community Find Values Close To Home

--SuperCoups of Greater Somerset Opens Its Doors --

NESHANIC STATION, New Jersey – Dec. 1, 2009 – Business owner Jeffery Constanza of Neshanic Station, New Jersey opens his doors to the Somerset and Middlesex business communities and is ready to help his community find local values close to home.

As a small business owner for 14 years, Constanza is no stranger to coupon advertising. He has consistently used coupon advertising to bring new clients into his Laundromat and dry cleaning businesses in Middlesex and Somerset Counties. Prior to owning his own business, Constanza was a supermarket executive. For over 20 years he experienced the power that direct mail brought to his business. Fueled by his advertising experience, Constanza decided to join SuperCoups by licensing his own direct mail franchise in the greater Somerset area.

“Helping people to shop and find value close to home is our goal,” said Constanza. “We will be bringing value and savings to the customer while adding additional sales to the businesses in the area.”

Constanza has attended training at SuperCoups headquarters in East Taunton, Mass., and is ready to provide his community with his services.

“The goal of the SuperCoups franchise is to deliver super savings to consumers and to help local merchants increase their profitability,” said Bill Matthews, SuperCoups President. “We look forward to working alongside Jeff as he helps business owners in the Greater Somerset Market achieve these advertising goals. We welcome Jeff to our SuperCoups family.”

Jeff Constanza can be reached at his SuperCoups of Greater Somerset office at (908) 371-1176 or by e-mail at: jconstanza@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 over 60 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 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>.