



## PRESS RELEASE

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### **Essex County Business Owner Enhances His Marketing Services by Joining SuperCoups**

*--SuperCoups of West Essex Opens Its Doors --*

HACKETTSTOWN, New Jersey – February 2, 2010 – Keith Caskey, business owner and New Jersey native, describes himself as “a local guy, running a local business that helps other local businesses achieve success.”

Caskey, owner of ING Graphix LLC, was doing research for some of his clients who wanted to try cooperative direct mail, when he came across the SuperCoups direct mail franchise opportunity.

“I realized that direct mail is a great way to advertise and that it would compliment the services I already offer to my customers,” stated Caskey.

“Opening up SuperCoups of West Essex allows me to bring an additional service, in the form of savings, to the area where I grew up and where most of my family still resides. I am very familiar with many of the businesses in the area and I look forward to working with them to bring in more customers.”

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

“We are happy to welcome Keith to our SuperCoups family,” said Bill Matthews, SuperCoups’ President. “We are confident that his SuperCoups business will

enable him to help the local businesses in his community grow and also bring substantial savings to his neighbors and surrounding communities.”

Keith Caskey can be reached at his SuperCoups of West Essex office at (908) 979-3502 or by e-mail at: [kcaskey@supercoups.biz](mailto:kcaskey@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 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](http://www.supercoups.com).*

### **About RedPlum**

*RedPlum brings consumers relevant offers and good deals on the brands they want most to best stretch their budgets. We deliver deals on a weekly basis to over 100 million shoppers in the mailbox, in the newspaper, in-store and online. At [redplum.com](http://redplum.com), you will find one of the largest collections of printable coupons, coupon codes and savings tips along with the best deals and the sweetest coupons plus trends, tips and inside information on what to wear, buy and do right now. RedPlum is the consumer brand of Valassis, a Michigan-based company that has been delivering savings and value for nearly 40 years. Building upon our wish to help American families, we empower the public to take part in the effort to help safely recover missing children through our America's Looking For Its Missing Children® program, which appears on our RedPlum products. For more information, visit <http://www.redplum.com/>. To learn about advertising opportunities with RedPlum, please call 1-800-437-0479.*