

NEWS RELEASE

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SuperCoups Announces New Franchisee in Augusta, Maine *Kim MacKenzie Purchases Mid-Maine SuperCoups*

AUGUSTA, Maine (March 27, 2008): SuperCoups, a leading nationwide direct mail coupon franchisor since 1982, announces the licensing of its Augusta SuperCoups franchise to **Kim MacKenzie**, a resident of Augusta.

As franchisee of **Mid-Maine SuperCoups**, Mrs. MacKenzie will be networking with small business owners in the Kennebec Valley area, from Pittston to Skowhegan. She has completed training to assist local businesses in developing effective advertising offers mailed in SuperCoups' bright yellow and blue envelopes to over 60,000 homes in the area. Consumers will receive these envelopes six times per year and use the coupons within their local area.

Mrs. MacKenzie comes to SuperCoups with 14 years in the banking industry. She was most recently an assistant vice president and branch manager for Key Bank's Water Street branch in Augusta.

As part of the SuperCoups franchise system, Mrs. MacKenzie's customers can benefit from her access to state-of-the-art targeting software, 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.

"I always wanted to be an entrepreneur and am very excited to be the first co-operative direct mail advertiser in Kennebec Valley," states Mrs. MacKenzie. "I understand the challenges small business owners have in my area where they must compete with larger companies with significant marketing budgets. My goal is to help small businesses with their marketing presence and to assist them as they strive for growth."

Mrs. MacKenzie volunteers on the membership committee of the Kennebec Valley Chamber of Commerce, is an active member of the Chamber's Women's Networking group, a board member for The Children's Center, a volunteer with Junior Achievement, a basketball coach for the Augusta Recreation Department, and serves as treasurer of the "Kennebec Networkers" BNI group.

“Kim’s background as a community banker combined with her passion for helping local businesses makes her a great fit within the SuperCoups franchise system,” comments Bill Matthews, vice president of franchise development for SuperCoups. “She truly believes in the power of co-operative direct mailings and will lead the way in establishing results for her customer base.”

Kim MacKenzie can be reached in the Mid-Maine SuperCoups office at 207-623-3675 or by email at: kmackenzie@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 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 unparalleled reach and scale to more than 15,000 advertisers. Its RedPlum 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 -- consumers will find compelling national and local deals online. 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 America's

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