

NEWS RELEASE

FOR IMMEDIATE RELEASE
CONTACT: Betty Galligan, APR
(401) 433-5965
betty@newberrypr.com

**MODELL'S SPORTING GOODS ANNOUNCES
BOSTON CELTICS PROMOTION
IN SUPERCOUPS ENVELOPES**
*Consumers Can Win Courtside Seats for Two
to a Celtics Home Game*

EAST TAUNTON, Mass. and NEW YORK CITY (January 21, 2008): Modell's Sporting Goods, the official sporting goods retailer of the Boston Celtics, is participating in a special SuperCoups mailing which includes a coupon for 15% off a purchase of regular-priced merchandise at any Modell's store in Massachusetts, New Hampshire or Rhode Island. The insert will also invite fans to enter for a chance to win two Celtics Courtside seats for an upcoming home game.

SuperCoups, a leading nationwide direct mail coupon franchisor since 1982, will mail the offer in its bright yellow and blue envelopes mailed to consumer's homes throughout the region.

The promotion allows consumers to enter online (no purchase necessary) at <http://www.supercoups.com/modells> to win two courtside seats to an upcoming

Celtics home game. Ten, first place prizes of \$50 worth of Celtics team gear from Modell's will also be awarded via the online promotion.

"SuperCoups is the perfect medium for us to reach the most households in the greater Boston area," states John Hunewill, marketing director of Modell's Sporting Goods in New York City. "We are extremely excited about the opportunity to activate our relationship with the Boston Celtics and for the chance to connect with all Celtics fans through this online promotion."

The promotion is in effect for all SuperCoups envelopes mailed through February 29, 2008 within Massachusetts, Rhode Island and New Hampshire. For more information about SuperCoups, contact Jennifer Byrne, SuperCoups marketing and franchise licensing sales manager, at (508) 977-2010 or visit <http://www.supercoups.com>.

#

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.

Promotion developed by Cohen Friedberg Associates,
Framingham, MA

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>.

About Modell's

Founded in 1889, Modell's Sporting Goods is America's largest and oldest family-owned and operated sporting goods, athletic and active apparel and footwear retailer with 136 stores throughout the Northeastern United States including Connecticut, Delaware, District of Columbia, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Virginia.

To find a Modell's Sporting Goods closest to you call 1-800-ASK MODEL'S.