

NEWS RELEASE

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

LOCAL STUDENT WINS ALL-INCLUSIVE TRIP FOR TWO TO THE BAHAMAS

BRADLEY BEACH, N.J. (November 1, 2007): Brookdale Community College student Jackline Bacanof received the bright blue and yellow envelope from SuperCoups in the mail at her home. On the back of the envelope was an ad that caught her eye, offering a chance to win an all-inclusive Bahamas vacation for two.

Intrigued, and figuring she had nothing to lose, Jackline visited the SuperCoups Web site to play the "Lemonade Game," an online promotion intended to raise awareness of SuperCoups' national charitable cause for 2007: Alex's Lemonade Stand Foundation, a non-profit organization dedicated to raising funds for childhood cancer research. Each day for a week, Jackline entered the game page online and then clicked on one of three lemonade stands to see if she was an instant winner. One of the rules was that each player could only play once per day.

On day seven, she won! "I never expected to actually win," stated 20-year old Jackline who resides in Bradley Beach. "I didn't believe it until I got the email and phone call from SuperCoups telling me that I won."

Jackline is the lucky winner of a 4-day/3-night trip for two to the Viva Wyndham Fortuna Beach Resort on the Grand Bahama Island including roundtrip airfare; full breakfast, lunch, dinner and snacks; unlimited beverages, cocktails and wine; daily activities and fitness programs; unlimited non-motorized water sports; live nightly entertainment, all taxes, surcharges and gratuities. Recently, she was presented with an oversized check representing the free trip by George Fencik and his son, Robert, owners of the local SuperCoups franchise in the area, Jersey Shore SuperCoups of Point Pleasant, NJ.

Since March 2007, three grand prize Bahamas trips were awarded by SuperCoups to lucky winners across the country, and ten iPods were awarded as first prizes as part of SuperCoups' "Fight and Win" promotion. An additional trip was auctioned on eBay to help raise funds for Alex's Lemonade Stand Foundation, a unique organization evolving from a four year-old cancer patient's front yard lemonade stand into a nationwide fundraising movement for childhood cancer research. Since Alexandra 'Alex' Scott set up her first stand in Pennsylvania, more than \$10 million has been raised to help fulfill her dream of finding a cure for all children with cancer. Alex passed away in 2004 at the age of eight, but not before reaching the \$1 million mark.

SuperCoups franchisees across the country participated in the "Fight and Win" promotion by holding actual lemonade stand events, selling Alex's merchandise, and displaying charity collection boxes to solicit contributions. "One hundred

percent of the proceeds raised for this worthy charity goes to Alex's foundation for its work directly with doctors and researchers to find life-saving treatments for childhood cancer patients," explained Mr. Fencik. "The online SuperCoups game was yet another way to raise awareness for the Alex's cause. Each time someone was not an instant winner, a page would appear with links to purchase Alex's gear, make a donation, or offer other ways to help."

Persons interested in donating money to Alex's can visit www.firstgiving.com/SuperCoups. For more information about the "Fight and Win" promotion, contact Jennifer Byrne, SuperCoups marketing manager, at (508) 977-2010 or visit www.supercoups.com.

#

SuperCoups, a wholly owned subsidiary of Valassis/ADVO, 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 19 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 sff facility at 350 Revolutionary Drive in East Taunton, MA 02718. Phone: (508) 977-0000; Web: www.supercoups.com.

ABOUT VALASSIS/ADVO: Valassis is the nation's leading marketing services company, offering unique and diverse media plans with the most comprehensive product and customer portfolio in the industry. The company offers products and services including newspaper-delivered promotions such as inserts, sampling, polybags and on-page advertisements; shared mail; direct mail; in-store marketing; direct-to-door advertising and sampling; Internet-delivered marketing; loyalty marketing software; coupon and promotion clearing; promotion planning; and analytic services.

We reach over 60 million households through weekly newspaper distribution and 90% of U.S. homes through shared mail distribution. The company has relationships with more than 15,000 advertisers worldwide in various industries,

representing 96 of the top 100 U.S. advertisers. With global headquarters in Livonia, Michigan, the company employs approximately 7,500 associates in 22 states and nine countries and is widely recognized for its associate and corporate citizenship programs. 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 ALEX'S LEMONADE STAND: In 2000, a 4 year old cancer patient named Alexandra "Alex" Scott announced a seemingly simple idea - she was holding a lemonade stand to raise money to help her doctors find a cure for kids with cancer. The idea was put into action by Alex and her older brother, Patrick, when they set up the first Alex's Lemonade Stand for Childhood Cancer on their front lawn in July of 2000.

For the next four years, despite her deteriorating health, Alex held an annual lemonade stand to raise money for childhood cancer research. Following her inspirational example, thousands of lemonade stands and other fundraising events have been held across the country by children, schools, businesses, and organizations, all to benefit Alex's Lemonade Stand Foundation for childhood cancer. On August 1st, 2004, Alex died peacefully at the age of 8 -- she had raised over \$1 million for childhood cancer research in her short lifetime.

Alex's spirited determination to raise awareness and money for all childhood cancer while she bravely fought her own deadly battle with cancer has inspired thousands of people, from all walks of life to raise money and give to her cause. Alex's family and supporters are committed to continuing her inspiring legacy through Alex's Lemonade Stand Foundation, a registered 501c3 charity. As of January 2007, Alex's Lemonade Stand Foundation has raised over \$10 million for childhood cancer research. The result -- Alex's Lemonade Stand Foundation has given millions of dollars for childhood cancer research across the country.

Alex's Lemonade Stand Foundation: 333 Lancaster Avenue #414,
Wynnewood, PA 19096; Office phone: 610.649.3034. Web: www.alexslimonade.org.