

NEWS RELEASE

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AREA RESIDENT RECEIVES TOP NATIONAL AWARD FOR ALEX'S LEMONADE STAND FUNDRAISING

RONKS, PA (March 13, 2008): SuperCoups, a leading nationwide direct mail coupon franchisor since 1982, has awarded Ronks resident **Clay Acton** with the highest national recognition for his 2007 fundraising efforts on behalf of Alex's Lemonade Stand Foundation. The presentation was made at the SuperCoups National Conference held recently onboard Royal Caribbean's *Majesty of the Seas* ship during a cruise to The Bahamas for franchise owners and company associates.

Mr. Acton, owner and operator of SuperCoups of Chester County (West Chester, PA) raised the most funds for the Foundation among SuperCoups franchisees across the United States. The 69-year old businessman won an all-inclusive trip for two to The Bahamas, and he plans to take his wife of 48 years in celebration of their upcoming wedding anniversary.

As part of SuperCoups' nationwide charitable campaign to support pediatric cancer research, all funds raised by franchisees in 2007 were earmarked for Alex's Lemonade Stand Foundation, a unique foundation that evolved from a four year-old cancer patient's front yard lemonade stand in Pennsylvania to a nationwide fundraising movement for childhood cancer research.

From June through September 2007, Mr. Acton organized and ran 10 lemonade stand events held at the location of his coupon customers. On many Saturdays, he would get up at 5:00 am to drive to his customers' businesses to help work the stands for the day, serving cups of lemonade and soliciting donations for Alex's cause. He started with Snappy Auctions in West Chester in June. Then it was off to Bagel Bistro and Cartridge World. In July, he was at Spanky's The Inside Scoop in Downingtown, Kendal Fine Furniture and Verlo Mattress Factory Stores in West Chester. In August it was back to Bagel Bistro, then off to Schaeffer's in September, Caln Pizza and Pasta and finally Bravo Pizza.

Mr. Acton quickly became one of SuperCoups' most active lemonade sellers, raising over \$3,500 for research to help identify and bring new life-saving treatments to children who are seriously ill with cancer.

"Clay embraced the campaign for Alex's early on, and led the charge to hold lemonade stands in his customers' local communities," states Jennifer Byrne, marketing and franchise licensing sales manager for SuperCoups. "It was the first time a promotion of this type had been undertaken by SuperCoups on such a nationwide and localized level. Clay's energy and commitment helped to raise both funds and awareness for the cause, and he was an inspiration to other franchisees throughout the campaign's timeframe."

SuperCoups, a Valassis company, is headquartered in East Taunton, MA with 47 franchises throughout the United States, mailing over 1.3 billion coupon offers in 64 million envelopes to 17 U.S. states. Franchises are typically owned by local entrepreneurs such as Mr. Acton who assist businesses, within their geographic territory, with targeted, local advertising coupons mailed in bright yellow and

blue envelopes to consumers' homes on a regular basis. 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>.

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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 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>.