



PRESS RELEASE

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SuperCoups® Announces Top Franchise Performers

-- Award Winners Recently Announced At National Conference in Key West --

E. TAUNTON, MASS – January 21, 2009 – SuperCoups, a leading direct mail franchisor since 1982, announced today the 2008 top franchise performers in markets across the United States.

The categories consisted of the prestigious Metals Club and the Sales Growth Achievers. The Metals Club, which is the highest award a SuperCoups franchise can receive, consists of those franchisees who through hard work and dedication mailed an average of at least 20 coupons in each of their mailings. These winners were treated to an exclusive event, in Key West.

Winners in the Metals Club included Steve Yannalfo and Bill Zimmermann of Bergen County, N.J.; Jeff Cwirko of Rockland County, N.Y.; John Robichaud of Orrington, Maine; Debra and Bruce Cohen of Huntingdon Valley, Penn.; Brian and Susy Elniski of Monroe County, N.Y.; Ron Rauso of Northern Monmouth, N.J.; Amy James of Phoenix, Ariz.; Scott Ellerbrock of Mequon, Wis.; and Steve Simmons of Hudson County, N.J.

The Sales Growth Achievers included Jeff Cwirko of Rockland County, N.Y.; Debra and Bruce Cohen of Huntingdon Valley, Penn. and Russ Einbinder of Milltown, N.J.

“We are very proud of the achievements of these franchisees. Through their determination and commitment to excellence, they have reached their goals in spite of a down-facing economy”, said Bill Matthews, Vice President of Franchise Development. “These franchisees recognize the importance of staying “top-of-mind” especially during tough times. They’ve worked harder for local businesses, helping their clients with coupon advertisements that would draw consumers to the product and services they need while saving them money.”

Established in 1982, SuperCoups mails over 1.3 billion local savings coupons in 63 million bright blue and yellow envelopes to consumers throughout 17 U.S. states. For more information about SuperCoups, contact Jennifer Byrne, SuperCoups marketing and franchise sales manager, at (508) 977-2010 or visit www.supercoups.com.

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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 63 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 one of the nation's leading media and marketing services companies, offering unparalleled reach and scale to more than 15,000 advertisers. Its RedPlum media 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 28 states and eight 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>.