

NEWS RELEASE

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NATIONAL DIRECT MAIL FRANCHISE AUCTIONS BAHAMAS RESORT TRIP FOR CHARITY

EAST TAUNTON, Massachusetts (June 18, 2007): SuperCoups, a leading nationwide direct mail coupon franchisor since 1982, announces it is sponsoring a nationwide eBay auction to raise funds in support of childhood cancer research.

SuperCoups is auctioning an all-inclusive trip for two to the Viva Wyndham Fortuna Beach Resort on Grand Bahama Island. One hundred percent of the proceeds will benefit Alex's Lemonade Stand Foundation, a unique foundation that evolved from a four year-old cancer patient's front yard lemonade stand to a nationwide fundraising movement for childhood cancer research.

Beginning today, SuperCoups' eBay auction can be accessed from the www.ebay.com Home Page and directly at: http://cgi.ebay.com/4-Days-3-Nights-All-Inclusive-Trip-for-2-to-the-Bahamas_W00QitemZ280125210766QQihZ018QQcategoryZ3256QOrdZ1QQcmdZViewItem

The 4-day/3-night trip for two includes: 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. The auction ends on June 28, 2007.

“Unfortunately, cancer touches most families in one way or another, and childhood cancer is perhaps the most heart-wrenching,” states Terry LeMaster, SuperCoups president. “This auction is a way for SuperCoups to raise not only more awareness for Alex’s Lemonade Stand Foundation but also additional funds for the cause. The best part is that 100% of the money raised for this worthy charity goes to Alex’s for its work directly with doctors and researchers to find life-saving treatments for childhood cancer.”

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.

The auction is part of SuperCoups’ “Fight and Win” promotional campaign for Alex’s that kicked off in March 2007. Employees, franchisees, advertisers, friends, and the general public from throughout the country have held lemonade stand events, displayed charity collection boxes, and solicited individual contributions to benefit Alex’s Lemonade Stand. “The level of participation thus far has exceeded our expectations,” adds Jennifer Byrne, SuperCoups marketing manager. “The promotion ends on October 31, 2007 and we have multiple events planned from now until the fall. Everyone can be a part of the cure for childhood cancer.”

Persons interested in donating money 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.

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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 s/f facility at 350 Revolutionary Drive in East Taunton, MA 02718. Phone: (508) 977-2000; 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.