

# NEWS RELEASE

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## **NATIONAL DIRECT MAIL COMPANY ANNOUNCES FRANCHISE AWARD WINNERS** *SuperCoups Franchisees Across the U.S.* *Recognized in Various Performance Categories*

EAST TAUNTON, Massachusetts (January 22, 2008): SuperCoups, a leading nationwide direct mail coupon franchisor since 1982, announces its 2007 award winners among its franchisees across the U.S.

Headquartered in East Taunton, Mass., SuperCoups mails over 1.3 billion local savings coupons in 64 million bright yellow and blue envelopes to consumers throughout 17 U.S. states. Each year at its national conference, SuperCoups recognizes those franchisees who have achieved various levels of sales growth and business operations performance.

The 2007 SuperCoups National Conference was held on the Royal Caribbean *Majesty of the Seas* ship on a cruise to The Bahamas attended by nearly 100 franchisee owners and company associates. "Our franchisees are professionally trained to assist advertisers in developing effective offers and campaigns to

maximize sales results, but an important part of our training is to give them the tools to grow their own businesses, too,” states Terry LeMaster, president of SuperCoups. “This conference allows us the opportunity to applaud those outstanding franchisees who have achieved their business goals. We are proud to have these business people on board with SuperCoups.”

Following are the awards and names of the SuperCoups franchisees who were recognized for their achievements in 2007:

#### **AWARDS:**

##### **METAL CLUB WINNERS**

The Metals Clubs recognize consistent, average coupon count achievement during the year by franchisees. Coupons sold by the franchisee or his/her salespeople are included in the average calculation (cross-sales are not included).

##### **Platinum Club (30+ average coupons/envelope)**

**Steve Yannalfo and Bill Zimmermann** - SuperCoups of Bergen County - NJ

##### **Gold Club (25+ average coupons/envelope)**

**Jeff Cwirko** - JHT SuperCoups - NJ, NY

**John Robichaud** - Down East SuperCoups - ME

##### **Silver Club (20+ average coupons/envelope)**

**Amy James** - SuperCoups of Phoenix - AZ

**Brian & Susy Elniski** - SuperCoups of Monroe County - NY

**Brian McGillicuddy** - SuperCoups of Southern Connecticut - CT

**Deb & Bruce Cohen** - SuperCoups of Bucks-Mont - PA

**Gary McNeill** - SuperCoups of South Orange County - CA

**Ron Giambrone** - SuperCoups of Essex, Passaic and Hudson Counties - NJ

**Ron Rauso** - SuperCoups of Northern Monmouth - NJ

**Tom & Angie Haimes** - SuperCoups of Metro Atlanta - GA

**Steve Simmons** - SuperCoups of Hudson County - NJ

**Scott Ellerbrock** - North Shore SuperCoups - WI

**Mitch Kalmus** - SuperCoups Marketing Systems - NJ

##### **ROOKIE OF THE YEAR**

**Lisa Ritchie** - Capital City SuperCoups - VA

### **MOST COUPONS IN AN ENVELOPE**

**Steve Yannalfo and Bill Zimmermann** - SuperCoups of Bergen County - NJ

### **TOTAL COUPON SALES GROWTH**

Franchisees increasing coupons sold by 15% or more over the prior year while maintaining or increasing average coupons per envelope. Coupons sold is defined as coupons sold by the franchisee and his/her salespeople within the franchisee's territory and cross-sales *out* are included.

**Russell Einbinder** - SuperCoups of Middlesex County - NJ

**Deb & Bruce Cohen** - SuperCoups of Bucks-Mont - PA

**Michael Crouse/Christine Crouse** - CM SuperCoups - PA

**Jeff Cwirko** - JHT SuperCoups - NJ, NY

**Steve Simmons** - SuperCoups of Hudson County - NJ

**Ron Giambrone** - SuperCoups of Essex, Passaic and Hudson Counties - NJ

**David Nimetz** - SuperCoups of Montgomery County - MD

**Ron Hayward** - Tri-State SuperCoups - NY

**Robert Leinson** - SuperCoups of Maryland - MD

**Bob Cutting/Elsa Cutting** - Print Promotions - CT

**Mitch Kalmus** - SuperCoups Marketing Systems - NJ

**Amy James** - SuperCoups of Phoenix - AZ

### **RECOGNITIONS:**

#### **Decade Club**

Renewed franchise agreement for another ten years

**Greg Tulloch** - SuperCoups of Southern Maine - ME

#### **New Franchise Performance**

New franchisees averaging 17 or more coupons/envelope. Coupons sold by the franchisee or his/her salespeople are included in the average calculation, cross-sales *in* are not included.

**Lisa Ritchie** - Capital City SuperCoups - VA

#### **Mentor Recognition**

Mentored new franchisees during their first three mailings.

**Steve Simmons** - SuperCoups of Hudson County - NJ

**Jeff Cwirko** - JHT SuperCoups - NJ, NY

**Greg Tulloch** - SuperCoups of Southern Maine - ME

**Lisa Ritchie - Capital City SuperCoups - VA**

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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](http://www.supercoups.com).*