

# NEWS RELEASE

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## **SUPERCOUPS ANNOUNCES “WHEN LIFE GIVES YOU LEMONS, YOU WIN” NATIONWIDE SWEEPSTAKES AND CHARITABLE CAMPAIGN TO BENEFIT ALEX’S LEMONADE STAND FOUNDATION**

*Consumers Can Win \$1,000 Instantly or a Trip for Two to The Bahamas*

EAST TAUNTON, MA (April 3, 2008) - SuperCoups, a leading nationwide direct mail coupon franchisor since 1982, today announced a new sweepstakes and charitable campaign for Alex’s Lemonade Stand Foundation for Childhood Cancer to be featured on 38 million SuperCoups envelopes nationwide beginning in April 2008.

The eight month-long sweepstakes promotion, entitled “When Life Gives You Lemons, You Win,” ties in with SuperCoups’ franchise-wide 2008 charitable campaign to raise funds for Alex’s Lemonade Stand Foundation in support of pediatric cancer research. For the second consecutive year, SuperCoups has chosen Alex’s as the recipient of its annual charitable giving campaign. Funds raised through October 2008 will be earmarked for this foundation that evolved from four year-old cancer patient Alexandra “Alex” Scott’s front yard lemonade stand into a nationwide fundraising movement for childhood cancer research.

“This promotional campaign has two elements, one is the sweepstakes where consumers can instantly win cash and prizes, and the other is the fundraising component involving participation from franchisees throughout the U.S. and the staff at our SuperCoups headquarters,” states Jennifer Byrne, SuperCoups marketing and franchise licensing sales manager. “Our franchisees requested that we partner again with Alex’s Lemonade Stand Foundation based on the success of last year’s campaign. Many franchisees are

planning to host lemonade stands in their local communities along with their advertisers to help raise funds and create awareness for the cause.”

Starting on April 1, 2008, all consumers throughout the country who receive a bright yellow and blue SuperCoups envelope mailed to their homes are eligible to win a \$1,000 cash prize, should a “Lucky Lemon” winning ticket be included in the envelope. No purchase is necessary.

Consumers will also be able to click on the “When Life Gives You Lemons, You Win” banner on the SuperCoups Web site (<http://www.supercoups.com>) to play a virtual scratch game using their mouse. If three lemons are shown, the lucky winner will receive an all expenses paid trip for two to The Bahamas. Additional prize levels include free iPods and cash rewards. The promotion goes into effect for all envelopes mailed through November 14, 2008. An instant win ticket for \$1,000 will be placed in each of 50 random envelopes in different geographic zones at SuperCoups’ headquarters in Massachusetts prior to being mailed.

“This is a long-running, interactive promotion that is sure to add excitement to opening our envelopes and visiting our Web site -- and especially to create awareness for Alex’s,” adds Ms. Byrne. “In addition to receiving value from the local savings coupons, consumers can win prizes and choose to help support a great cause. We’re excited about our ability to band together once again with our franchisees and utilize our strong outreach capabilities on a local level throughout the nation to help bring new life-saving treatments to children who are seriously ill with cancer.”

Established in 1982, SuperCoups mails over 1.3 billion local savings coupons in 64 million bright yellow and blue envelopes to consumers throughout 17 U.S. states. For more information about SuperCoups’ “When Life Gives You Lemons, You Win” promotion, contact Jennifer Byrne, SuperCoups marketing and franchise licensing sales manager, at

(508) 977-2010 or visit [www.supercoups.com](http://www.supercoups.com). For more information on SuperCoups' support of the Alex's Lemonade Stand Foundation campaign, visit [www.supercoups.com/alex](http://www.supercoups.com/alex).

## **"When Life Gives You Lemons, You Win" promotion developed by COHEN-FRIEDBERG Associates ("CFA"), Framingham, MA**

*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).*

### 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](http://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>.*

### **ABOUT ALEX'S LEMONADE**

*[Alex's Lemonade Stand Foundation](#) (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). At the age of 4, Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for all children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a national fundraising movement, complete with thousands of volunteers across the country carrying on her legacy of hope. To date, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised more than \$18 million towards fulfilling Alex's dream of finding a cure, funding over 50 research projects nationally.*

*For more information on Alex's Lemonade Stand Foundation, visit*  
[www.AlexsLemonade.org](http://www.AlexsLemonade.org)

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