



PRESS RELEASE

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New SuperCoups Franchise in Orange County, New York *--Van Stogner Licenses SuperCoups of Orange County --*

WARWICK, N.Y. – Dec. 9, 2008 – SuperCoups, a leading direct mail franchisor since 1982 announced today the granting of a franchise license to. Van Stogner of Warwick, New York.

As the owner and operator of SuperCoups of Orange County, Stogner will be networking with small business owners in Orange County. He has completed training to assist local businesses in developing effective advertising offers mailed in SuperCoups' bright blue and yellow envelopes to over 135,000 homes in the Orange County area. Consumers will receive these envelopes six times per year and use the coupons to save money on products and services they need while supporting their local merchants.

Stogner brings with him a wealth of experience in business management, organizational management, sales and new business development. "I look forward to driving the growth of local independent businesses in Orange County by leveraging SuperCoups' state-of-the-art advertising solutions," he said. "My 12 years of experience developing and coordinating marketing and advertising programs for independent business owners. My firsthand knowledge of their business needs affords me the opportunity to contribute to the growth of their profitability."

"We are delighted that Van has joined our SuperCoups family," states Bill Matthews, Vice President of Franchise Development. "With Van's sales and business experience partnered with all the tools SuperCoups offers, we are confident he can help small businesses attract more customers in today's tough economy.

Stogner can be reached at SuperCoups of Orange County office at (845) 544-2636 or by email via vstogner@supercoups.biz.

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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 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> .