

SuperCoups®
STIMULUS GIVEAWAY INSTANT WIN GAME!
OFFICIAL RULES AND REGULATIONS

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. This promotion is void in Alaska, Hawaii and where prohibited or restricted by law or regulation. Open only to legal U.S. residents living in AZ, CA, CT, FL, GA, KY, MA, MD, ME, NC, NH, NJ, NY, PA, RI, SC, TX, VA & WI who are 18 years of age or older at the time of entry. Promotion starts 6/22/2009 and ends 12/31/2009.

- 1) **HOW TO PLAY: OPEN YOUR SUPERCOUPS® ENVELOPE** to see if an Instant Winning game piece was inserted into your envelope. ONLY WINNING ENVELOPES WILL CONTAIN WINNING GAME PIECE. **IF YOU HAVE A WINNING GAME PIECE SEE RULE #5.** No mail in request will be returned or acknowledged unless a winning game piece has been submitted for verification. **Proof of mailing is NOT proof of receipt.** No mechanically reproduced or photocopied mail-in verification entries allowed. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor and Judges decisions, which are final and legally binding in all matters, related to the, Stimulus Giveaway Instant Win Game! and cannot be appealed. LIMIT: One prize per person or household. Winning a prize is contingent upon fulfilling all requirements set forth herein. All claims for redeeming a winning game piece must be postmarked no later than 12/31/2009 and received by 1/7/2010. Any game piece postmarked later than 12/31/2009 or received after 1/7/2010 will be null and void. No responsibility is assumed by Sponsor or Judges for lost, late, misdirected, illegible, incomplete, stolen, inaccurate or postage-due entries. All entries become the property of Sponsor and will not be returned to entrant.

Sponsor: MailCoups, Inc., D/B/A SuperCoups, a Valassis Company ("**Sponsor**"), 350 Revolutionary Drive, East Taunton, MA 02718 **Administrator:** COHEN-FRIEDBERG ASSOCIATES ("CFA") ("**Judges**"), 17 Lantern Road, Framingham, MA 01702.

- 2) Promotion begins on Monday, June 22, 2009 and ends on Thursday, December 31, 2009 (the "Promotion **Period**").
- 3) **CONDITIONS OF PARTICIPATION: Void where prohibited.** By participating in this promotion, the participant agrees to assume all responsibility for the submission of potential winning game pieces to the Redemption Center (**See Rule #5**). Game materials are automatically null and void and will be rejected if prize claim submissions are not obtained through legitimate channels, late, or if illegible, mutilated, torn, altered, counterfeit, photo copied, mechanically reproduced, do not contain printer's markings, tampered with in any way, miscut, blank or partially blank, misregistered; or, if they contain typographical, mechanical, printing, production or other errors; or if game piece fails any validation test. All applicable federal, state and local taxes on prizes are the sole responsibility of the prize winner. All prize winners of \$600 or more in value will be required to complete an Affidavit of Compliance/Eligibility and Liability/Publicity Release (where permitted) prior to being issued their prize or prize will be forfeited. Prize will be awarded only if the winner complies with these Official Rules. The winner waives the right to assert as a cost of winning a prize, any and all costs of redemption or travel to redeem said prize, and any liability which might arise from redeeming, or seeking to redeem, or from use, misuse, acceptance or possession of said prize or from participation in prize-related activities. By accepting a prize, the potential winner agrees

to release Sponsor, the Judges, and their respective directors, officers, shareholders, Franchisees and Associates, affiliates, subsidiaries, distributors, and agents, including but not limited to advertising and promotion agencies, the ("**Promotion Entities**") from any and all liability of any kind rising from or in connection with any prize, and acknowledges that said parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to any prize, including but not limited to its quality, mechanical condition or fitness for a particular purpose. By entering the promotion, each participant agrees to waive any and all claims against the Promotion Entities and each of their respective agents and representatives for any injury, damage or loss that may occur from the participation in the promotion or from the receipt or use of any prize or travel related to the receipt or use of any prize.

4) PRIZES/ODDS OF WINNING: Only the number of prizes listed below will be awarded in this promotion.

One (1) \$1,000 Cash prizes. Odds of winning 1:34,000,000. Prize payable by company check. Approximate retail value \$1,000.

One-Hundred (100) \$100 Cash prizes. Odds of winning 1:340,000. Prize paid by company check. Approximate retail value \$100 each.

Seven Hundred-Eighty (780) \$50 Cash prizes. Odds of winning 1:43,590. Prize paid by company check. Approximate retail value \$50 each.

Total approximate retail value of all prizes \$50,000

Prize Notes: Any unclaimed Prizes that remain unclaimed **will not** be offered in any Second Chance drawing or otherwise awarded. Return of any prize/prize notification as undeliverable will result in the disqualification of the potential winner and no alternate winner will be selected. No substitution or transfer of prize is permitted except by Sponsor

5) HOW TO VERIFY AND REDEEM AN INSTANT WINNING GAME PIECE. If you have found an Instant Winning game piece in your SuperCoups envelope you are not a winner until your Instant Win game piece has been verified by the Judges at the SuperCoups Redemption Center and you have complied with all terms of these Official Rules. As part of the verification process, only winning game pieces that contain a "distinguishing mark" or "game security mark" will be honored. Any game pieces submitted for claiming a prize that DOES NOT contain such marks will be made null and void and will not be honored. **TO REDEEM:** In pen, sign your name on the front of the game piece. On a separate piece of paper, clearly print your name, complete address, full birth date and telephone number and mail with your original, signed Instant Win game piece to the SuperCoups Redemption Center address listed below. **IMPORTANT: Please retain a photocopy, for your records, of any Instant Win game piece submission mailed to the Redemption Center address for verification. It is recommended that you send potential winning game piece via Registered or Certified Mail, Insured, Return Receipt Requested. Proof of mailing is not proof of receipt.**

**SUPERCOUPS REDEMPTION CENTER 09
350 Revolutionary Drive
Taunton, MA 02718**

ALL PRIZE CLAIMS MUST BE RECEIVED BY 1/7/2010. ANY CLAIMS FOR A PRIZE Postmarked after 5/31/2009 or RECEIVED AFTER 1/7/2010 ARE VOID AND WILL NOT BE AWARDED.

Antifraud detection devices will be used to verify winners. No more than the advertised number of prizes will be awarded. In the event the number of winning submissions received is greater than the number of prizes provided for in these Official Rules, only the number of prizes indicated will be awarded based on a random drawing of all such submissions received at that prize level. The Sponsor also explicitly reserves the right to correct any and all errors, including but not limited to printing errors, so as to make the Sweepstakes materials conform to the rules of the Sweepstakes.

- 6) **NOTICES:** Potential major prize winners (prize value \$600 or more), will have ten (10) days from receipt of notification to claim his/her prize by completing, signing and returning the Affidavit of Eligibility, Liability Release and, where lawful, Publicity Release forms and W-9 request for tax payer's identification number. If a potential winner fails to comply with these Official Rules, cannot be located or reached, has provided an incorrect mailing address, is determined to be ineligible, declines or fails to claim the prize for any reason, or if the prize notification or prize is returned as undeliverable, such entrant will forfeit his or her opportunity to receive a prize and that prize will become void. Acceptance of a prize constitutes permission for the Promotion Entities to use winner's name, voice and likeness, along with his or her address (city and state) and the right to use and publish their entries, proper name, and any statements made or attributed to such winner (collectively, the "**Attributes**") in any and all media, unless prohibited by law. This will include but is not limited to media now known or hereafter devised, without notice, review or approval, in perpetuity and throughout the universe for advertising and promotional purposes in connection with the Promotion without further compensation, and releases Promotion Entities from all claims arising out of the use of such Attributes.

7) **ELIGIBILITY:** Participation open only to legal residents of the continental U.S. **living in AZ, CA, CT, FL, GA, KY, MA, MD, ME, NC, NH, NJ, NY, PA, RI, SC, TX, VA & WI** who are 18 years or older at the time of entry. The following are NOT eligible to participate or win prizes: Sponsor, the Judges, the Promotion Entities and its respective affiliates and subsidiaries, Franchisees, its advertising and promotion agencies, and their respective Associates, individuals engaged in the development, production or distribution of materials for this Promotion; Persons who are immediate family of, dependents of (as defined by IRS regulations), or who live in the same household as any person in any of the above categories.

- 8) **General Conditions:** Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.
- 9) **Consumer requests & winners list:** For a copy of the Official Rules visit www.supercoups.com or send a self addressed stamped envelope to be received by 1/7/2010 to "SuperCoups Stimulus Giveaway Rules Request" 350 Revolutionary Drive,

Taunton, MA 02718. For a list of the prize winners send a self addressed stamped envelope to be received by 1/7/2010 to: SuperCoups "Stimulus Giveaway Winners", 350 Revolutionary Drive, Taunton, MA 02718.

- 10) Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the Commonwealth of Massachusetts; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) unless otherwise prohibited, under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Stimulus Giveaway Instant Win Game! shall be governed by, and construed in accordance with, the laws of the Commonwealth of Massachusetts, without giving effect to any choice of law or conflict of law rules (whether of the Commonwealth of Massachusetts or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Commonwealth of Massachusetts.