



PRESS RELEASE

FOR IMMEDIATE RELEASE

SuperCoups® Contact:
Jennifer Gray Byrne
Marketing and Franchise Licensing Sales Manager
jbyrne@supercoups.com
508.977.2010

New SuperCoups Franchise in the Lowcountry, South Carolina *--Christina Morrissey Licenses SuperCoups of the Lowcountry --*

SUMMERVILLE, S.C. – April 3, 2009 – SuperCoups, a leading direct mail franchisor since 1982 announced today the granting of its first franchise license in South Carolina. This license has been granted to Christina Morrissey of Summerville, South Carolina.

Morrissey, who has been helping consumers in her local area save money by delivering advertisements to their front doors, has joined the SuperCoups family of franchisees who network with small businesses to help them bring in more clients.

“I’ve owned my own marketing business since 2007.” Morrissey said. “I reached the point where I needed to grow beyond what I was already doing for my clients and SuperCoups was the obvious choice. I chose SuperCoups because it felt like the right brand at the right time. I think the brand represents value to consumers and today value is really important. The marketing is eye-catching, relevant and I am excited to be a part of it!”

Morrissey has completed training to assist local businesses in developing effective advertising offers mailed in SuperCoups’ bright blue and yellow envelopes to over 100,000 homes in the Lowcountry area. Consumers will

receive these envelopes six times per year filled with money-saving coupons on products and services from their local merchants.

“We welcome Christina to our SuperCoups family,” said Bill Matthews, SuperCoups Vice President of Franchise Development. “We have been waiting for a candidate with a strong sales and marketing background to deliver the value we offer in the South Carolina areas. With Christina’s experience and all the support and tools we offer our franchisees, we are confident she will help small businesses attract more customers in today’s tough economy.”

Morrissey can be reached at SuperCoups of the Lowcountry office at (843) 991-8068 or by email via cmorrissey@supercoups.biz.

###

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 our interactive 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 eight 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>.