



PRESS RELEASE

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

New SuperCoups Franchise in the Western Wake County, North Carolina *David Horne Licenses SuperCoups of Western Wake, North Carolina*

Apex, N.C. – May 12, 2009 – SuperCoups, a leading direct mail franchisor since 1982, announced today the granting of a franchise license to David Horne of Apex, North Carolina.

“I am happy to be starting a SuperCoups business in Western Wake County, North Carolina. It gives me the opportunity to help the businesses in our area attract more customers.” Horne said. “In this economy, consumers need services and still eat out or order take-out; they are just more mindful in seeking out discounts and making sure they are getting a great value.”

As the owner and operator of SuperCoups of Western Wake, Horne will work with small business owners to help them attract more customers. He has completed training to assist local businesses in developing effective advertising offers mailed in SuperCoups’ bright blue and yellow envelopes to geographically targeted zones in the Apex, Cary, Holly Springs and Morrisville areas. Consumers will receive these envelopes, filled with offers from local merchants and use the coupons to save money on products and services they need.

“We welcome David to our SuperCoups family,” said Bill Matthews, SuperCoups Vice President of Franchise Development. “David joins SuperCoups with over 20

years of newspaper advertising experience. We are confident he can make a difference and help small businesses grow in his area and deliver the value that consumers seek, particularly in times like these.”

David Horne can be reached at SuperCoups of Western Wake at (919) 637-7867 or by e-mail via dhorne@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 60 million envelopes to 18 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 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>.