

NEWS RELEASE

FOR IMMEDIATE RELEASE
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SUPERCOUPS AWARDS GRAND PRIZE WINNERS WITH ALL-INCLUSIVE TRIPS FOR TWO TO HARD ROCK PARK

*Trips to world's first rock 'n' roll theme park in Myrtle Beach
part of national SuperCoups promotion*

EAST TAUNTON, Mass. (August 11, 2008): SuperCoups, a leading nationwide direct mail coupon franchisor since 1982 headquartered in Massachusetts, announces the winners of its recent "Open and Win" envelope promotion.

The lucky winners are as follows: **David Cohen** of Lake Worth, FL; **Deb Coyle** of Herndon, VA; **Anthony "Paul" Litwin** of Tunkhannock, PA; **Jennifer Vail** of New Providence, NJ; and **Tom Waggoner** of Houston, TX. Each of these winners were awarded a Grand Prize trip for two to Hard Rock Park in Myrtle Beach, SC. The prize includes roundtrip airfare to Myrtle Beach, hotel accommodations, VIP passes to the new Hard Rock Park, spending money and annual passes to the Park - which has been billed as the "world's first rock 'n' roll theme park."

“It’s a great opportunity for us to award consumers who value our envelope,” states Jennifer Byrne, SuperCoups marketing and franchise licensing sales manager. “We are a company focused on communities; assisting local advertisers in growing their businesses and helping consumers to save money on products and services they use.”

SuperCoups, with franchised locations throughout 17 U.S. states, mails over 1.3 billion local savings coupons and offers to consumer households in 64 million envelopes on an annual basis. Franchisees are professionally trained to assist advertisers in developing effective offers and campaigns to maximize sales results and help local businesses grow.

During the promotion, over 16 million bright yellow and blue SuperCoups envelopes were mailed to consumers’ homes throughout the country, making them eligible to win a trip instantly should a lucky ticket be included in the envelope. Consumers also had the opportunity to enter to win online (no purchase necessary) at <http://www.supercoups.com>.

Hard Rock Park, a 55-acre rock ‘n’ roll theme park, provides visitors of all generations a fun and exciting full-day entertainment experience - one of the largest and most innovative attractions in the Myrtle Beach area. It reflects the Hard Rock brand’s commitment to music featuring six unique, custom-designed zones celebrating rock’s culture, lifestyle, legends and irreverence. The park has more than 50 attractions, a live music amphitheater, awesome shows, restaurants, retail stores and state-of-the-art sound systems throughout. Its signature steel roller coaster, “Led Zeppelin – The Ride” towers 15 stories high. Reaching speeds of 65 mph, the coaster includes thrilling drops and loops over a six-and-a-half-

minute experience, timed to Led Zeppelin's hit, "Whole Lotta Love."

For more information about SuperCoups' "Open and Win" promotion, contact Jennifer Byrne, SuperCoups marketing and franchise sales manager, at (508) 977-2010 or visit www.supercoups.com

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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 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.

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 – 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® 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 Hard Rock Park:

HRP Myrtle Beach Operations, LLC owns and operates Hard Rock Park, a 55-acre rock n' roll theme park located at 211 George Bishop Parkway in Myrtle Beach, South Carolina under a long term license agreement with Hard Rock International. HRP Myrtle Beach Operations LLC is a Partnership between the executive management team of Steven Goodwin, Felix Mussenden and Jon Binkowski, who designed and developed the park's concepts and are responsible for building and operating the Park; FHTP, LLC, a group of prominent local investors and community leaders and a joint venture led by

real estate developer Ziel Feldman and Amnon Bar-Tur, Managing Member of SafeHarbor Holding, LLC; from New York and Africa Israel Investment and Polar International Real Estate from Israel. For more information on Hard Rock Park, visit www.hardrockpark.com or call (843) 236-7625.