



## PRESS RELEASE

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### **Local Business Owner Poised to Help Community with a Coupon Boost**

*--Tough Economy Peaks Interest in Coupons --*

ROCKVILLE, Maryland – October 21, 2009 – Business owner James McInerney of Rockville, Maryland opens his doors to the Bethesda and Chevy Chase business community and is ready to give his local economy a boost.

McInerney knows that to help the economy bounce back, shoppers have to spend money. However, consumers are being more discriminating on where they spend their dollars, favoring merchants who offer discounts. A recent direct mail survey conducted by DMNews and Pitney Bowes indicates that 64% of respondents are examining their mail more closely for promotional offers or coupons.

McInerney, who recently licensed BCC SuperCoups, a direct mail franchise, chose a couponing business as the medium to help merchants maintain their customer base in addition to winning over more customers from their competition. "The purpose of any good business is to be able to solve a problem or fulfill a need" said McInerney. "With BCC SuperCoups, I feel confident that I can do both for my local community."

McInerney has attended training at SuperCoups headquarters in East Taunton, Massachusetts, and is ready to provide his community with his services.

“We’re looking forward to the opportunity to work with James develop his business” said Bill Matthews, President of SuperCoups. “We are confident he can make a difference in the Southern Montgomery County Market by helping consumers save money on products and services they need and helping business owners attract and retain more customers. It is a pleasure to welcome James to the SuperCoups family.”

James McInerney can be reached at his BCC SuperCoups office at (240) 316-3076 or by e-mail at: [jmcinerney@supercoups.biz](mailto:jmcinerney@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 over 60 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](http://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](http://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>.*