

NEWS RELEASE

FOR IMMEDIATE RELEASE
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JENNIFER BYRNE PROMOTED TO MARKETING AND FRANCHISE SALES MANAGER AT SUPERCUPS

EAST TAUNTON, Massachusetts (July 20, 2007): SuperCoups, a leading nationwide direct mail coupon franchisor since 1982, announces **Jennifer Gray Byrne** has been promoted from marketing manager to marketing and franchise sales manager.

In addition to her strategic marketing role, Ms. Byrne is now responsible for managing the franchise licensing process, developing broker relationships, and increasing licensing sales. She will continue to implement marketing campaigns for both SuperCoups franchisees and corporate operations.

Ms. Byrne joined SuperCoups in 2005 as marketing manager. She brings over 10 years of experience building measurable marketing campaigns, generating leads, planning and purchasing media buys, managing public relations activities, creating sales collateral, and developing Web-based initiatives. In 2006, Jennifer was promoted to the SuperCoups Leadership Team. Prior to joining the company, she was a marketing executive for several high-tech companies in the

Boston and Providence area, and worked in new business sales for both the television and radio industries.

“This promotion is based on Jennifer’s demonstration of leadership skills, management style and understanding of the sales process,” states Terry LeMaster, president of SuperCoups. “Her creativity, energy and ability to get things done will provide the leadership we need to continue to grow our franchise system.”

A 1996 graduate of Roger Williams University (Bristol, RI), Ms. Byrne earned a bachelor of science degree in marketing. She resides in Norton, MA.

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SuperCoups, a wholly owned subsidiary of Valassis/ADVO, 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 19 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 sff facility at 350 Revolutionary Drive in East Taunton, MA 02718. Phone: (508) 977-2000; Web: www.supercoups.com.

ABOUT VALASSIS/ADVO: Valassis is the nation's leading marketing services company, offering unique and diverse media plans with the most comprehensive product and customer portfolio in the industry. The company offers products and services including newspaper-delivered promotions such as inserts, sampling, polybags and on-page advertisements; shared mail; direct mail; in-store marketing; direct-to-door advertising and sampling; Internet-delivered marketing; loyalty marketing software; coupon and promotion clearing; promotion planning; and analytic services.

We reach over 60 million households through weekly newspaper distribution and 90% of U.S. homes through shared mail distribution. The company has relationships with more than 15,000 advertisers worldwide in various industries, representing 96 of the top

100 U.S. advertisers. With global headquarters in Livonia, Michigan, the company employs approximately 7,500 associates in 22 states and nine countries and is widely recognized for its associate and corporate citizenship programs. Valassis companies include ADVO, Inc., Valassis Canada, Promotion Watch, Valassis Relationship Marketing Systems, LLC and NCH Marketing Services, Inc. For additional information, visit the company Web site at <http://www.valassis.com>.