



PRESS RELEASE

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SuperCoups Grants License to 17th New Jersey Franchise *Ken Tyburczy Licenses SuperCoups of Hudson County North, New Jersey*

Ramsey, N.J. – June 30, 2009 – SuperCoups, a leading direct mail franchisor since 1982, announced today the granting of a franchise license to Ken Tyburczy of Ramsey, New Jersey.

“The primary reason that I chose to open a SuperCoups franchise is the emphasis it places on helping local business owners succeed” said Tyburczy. “SuperCoups is one of the most familiar brand names in direct mail and we knew we wanted to be connected to the best.”

As the owner and operator of SuperCoups of Hudson County North, Tyburczy 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 Northern Hudson County area. 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’re looking forward to the opportunity to support and work with Ken as he helps small business owners in the New Jersey market achieve their advertising goals,” said Bill Matthews, Vice President of Franchise Development. “Ken is

committed to strengthening the local economies and through his SuperCoups business he has the resources available to him to increase consumer awareness of the names, brands, and offers they see in each SuperCoups Mailing. We warmly welcome Ken Tyburczy to the SuperCoups family.”

Ken Tyburczy can be reached at SuperCoups of Hudson County North at (201) 331-8327 or by e-mail via ken@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>.