

# NEWS RELEASE

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## **SUPERCUPS ANNOUNCES WINNER OF “LUCKY LEMON” CHARITABLE CAMPAIGN TO BENEFIT ALEX’S LEMONADE STAND FOUNDATION** *Richmond Resident Wins \$1,000 Instantly*

RICHMOND, VA and EAST TAUNTON, MA (August 14, 2008): SuperCoups, a leading nationwide direct mail coupon franchisor since 1982 headquartered in Massachusetts, announces one of its winners in its “Lucky Lemon” nationwide envelope promotion.

**Dianne Newman** of **Richmond, VA** is the lucky winner of a \$1,000 cash prize – her reward for finding a “Lucky Lemon” instant win ticket tucked among the local business coupons inside her SuperCoups envelope. Dianne recently met with **Lisa Ritchie**, owner of **Capital City SuperCoups** of Midlothian, who congratulated her on behalf of SuperCoups. Lucky Lemon tickets are randomly inserted into the SuperCoups mailings through November 2008, for a total of 40 million envelopes nationwide.

Dianne, a self-employed realtor in Glen Allen, has exciting plans for her big win. “I will spend my winnings on something decadent! I love Egyptian art and artifacts and will most likely purchase something special with the prize money,” comments Dianne. When asked about her initial reaction to having a winning

ticket, she responded, "This is wonderful! I think everyone should use the coupons in these envelopes - they really pay off. Thanks, SuperCoups!"

SuperCoups' eight month-long promotion, entitled "When Life Gives You Lemons, You Win," is part of a SuperCoups-wide 2008 charitable campaign to raise funds and awareness for Alex's Lemonade Stand Foundation in support of pediatric cancer research. The promotion runs through November 2008 and more "Lucky Lemon" instant win tickets will be inserted over the next several months for lucky recipients to win cash prizes. There is also an online component with the opportunity to win Apple iPods and a Grand Prize vacation for two to the British Colonial Hilton in Nassau, Bahamas.

For the second consecutive year, SuperCoups has chosen Alex's Lemonade Stand Foundation as the recipient of its annual charitable giving campaign. "This promotional campaign has two elements, one is the instant win component where consumers can instantly win cash and prizes, and the other is the fundraising component involving participation from franchisees throughout the U.S. and the staff at our SuperCoups headquarters," states Jennifer Byrne, SuperCoups marketing and franchise sales manager. "Our franchisees requested that we partner again with Alex's Lemonade Stand Foundation based on the success of last year's campaign. Many franchisees are planning to host lemonade stands in their local communities along with their advertisers to help raise funds and create awareness for the cause."

One hundred percent of the funds raised through November 2008 will be earmarked for this foundation that evolved from four year-old cancer patient Alexandra "Alex" Scott's front yard lemonade stand into a nationwide fundraising movement for childhood cancer research.

“We are so pleased to partner once again with SuperCoups in support of Alex’s Lemonade Stand Foundation,” states Jay Scott, Alex’s father and executive director of the Foundation. “The enthusiastic efforts of SuperCoups, its franchisees and advertisers across the U.S. really help to spread the word about our organization as well as to raise much-needed funds. We’re looking forward to continuing to move towards our goal of finding a cure for pediatric cancer patients.”

Established in 1982, SuperCoups mails over 1.3 billion local savings coupons in 64 million bright yellow and blue envelopes to consumers throughout 17 U.S. states. For more information about SuperCoups’ Lucky Lemon campaign, contact Jennifer Byrne, SuperCoups marketing and franchise sales manager, at (508) 977-2010 or visit [www.supercoups.com](http://www.supercoups.com). For more information on SuperCoups’ support of the Alex’s Lemonade Stand Foundation campaign, visit [www.supercoups.com/alex](http://www.supercoups.com/alex).

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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 sq ft 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 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](http://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 Alex's Lemonade:**

*[Alex's Lemonade Stand Foundation](http://www.AlexsLemonade.org) (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). At the age of 4, Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for all children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a national fundraising movement, complete with thousands of volunteers across the country carrying on her legacy of hope. To date, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised more than \$18 million towards fulfilling Alex's dream of finding a cure, funding over 50 research projects nationally. For more information on Alex's Lemonade Stand Foundation, visit [www.AlexsLemonade.org](http://www.AlexsLemonade.org)*

**"When Life Gives You Lemons, You Win" promotion developed by COHEN-FRIEDBERG Associates ("CFA"), Framingham, MA**