

NEWS RELEASE

FOR IMMEDIATE RELEASE
CONTACT: Betty Galligan, APR
(401) 433-5965
betty@newberrypr.com

SHEILA RIVERA PROMOTED TO MAILCOUPS LEADERSHIP TEAM AT SUPERCUPS

EAST TAUNTON, Massachusetts (September 21, 2007): SuperCoups, a leading nationwide direct mail coupon franchisor since 1982, announces **Sheila Rivera** has been promoted to the MailCoups Leadership Team. MailCoups is the corporate entity that sells franchise licenses under the brand name SuperCoups.

Since 2002, Ms. Rivera has served as customer service manager at SuperCoups headquarters where she leads the team of Customer Service Representatives. Her team interacts directly with the SuperCoups franchisee owners located throughout the United States to provide information, respond to inquiries, and assist with operational issues.

Ms. Rivera joined SuperCoups in 1999 and held various positions within the Customer Service department. Prior to joining SuperCoups, she was an assistant buyer and scheduler for a commercial printer in Massachusetts.

A resident of Brockton, Ms. Rivera is currently working toward her bachelor of science degree in business management from Bridgewater State College.

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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 s/f 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>.