



PRESS RELEASE

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SuperCoups Grants License to 18th New Jersey Franchise *Diana Yuen Licenses SuperCoups of North Middlesex, New Jersey*

Budd Lake, N.J. – August 4, 2009 – SuperCoups announced today the granting of a direct mail franchise license to Diana Yuen of Budd Lake, New Jersey.

Yuen, the co-owner of a small print shop, recognizes the importance of marketing for small businesses. “Having a small business in these economically troubling times can be very unsettling,” Yuen said. “I know owners of all different types of businesses – big and small-- are trying very hard to keep their doors open. I believe that direct mail advertising is still the most cost effective and efficient marketing strategy for these folks. As the owner and operator of a SuperCoups franchise I will be able to help local businesses attract more customers.”

Yuen has completed training at SuperCoups headquarters in E. Taunton, Massachusetts and is ready to provide professional marketing assistance to businesses in the North Middlesex, New Jersey area. Consumers, in her area, will receive the SuperCoups bright blue and yellow envelopes filled with offers from local merchants, and redeem these coupons to save money on products and services they need.

“We are thrilled to welcome Diana Yuen to SuperCoups” said Bill Matthews, Vice President of Franchise Development. “Her experience as a small business

owner combined with her understanding of local business advertising needs make her a valuable resource to local business owners. We are excited to work with Diana as she channels SuperCoups' many resources and provides a support system to business owners in the New Jersey Market.

Diana Yuen can be reached at SuperCoups of North Middlesex at (732) 877-8761 or by e-mail via dyuen@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 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>.