



## PRESS RELEASE

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SuperCoups® Contact:  
Jennifer Gray Byrne  
Marketing and Franchise Licensing Sales Manager  
[jbyrne@supercoups.com](mailto:jbyrne@supercoups.com)  
508.977.2010

### **SuperCoups Grants License to Pennsylvania Resident** *Jennifer Maltz Licenses SuperCoups of Mont-Bucks*

Jamison, P.A. – August 4, 2009 – SuperCoups announced today the granting of a direct mail franchise license to Jennifer Maltz of Jamison, Pennsylvania.

Maltz, an advertising veteran of 20 years, could not pass up the opportunity to open a SuperCoups franchise in her area.

“To me, direct mail is the most cost effective and trackable form of advertising, and one in which I can help people grow their businesses” Maltz said.

“SuperCoups gives me the opportunity to work with a great company and a product that helps businesses grow.”

Maltz has completed training at SuperCoups headquarters in E. Taunton, Massachusetts and is ready to start introducing local businesses in the Montgomery and Bucks County areas to the power of couponing and direct mail. Consumers, in her local area, will receive the SuperCoups bright blue and yellow envelopes filled with offers from local merchants and use the coupons to save money on products and services they need.

“It is a pleasure to welcome Jennifer Maltz to SuperCoups,” said Bill Matthews, Vice President of Franchise Development. “We are excited by the expansion of SuperCoups territory in the Pennsylvania market. Jennifer’s advertising sales

experience coupled with SuperCoups' training and support amply prepare her to assist local business owners grow their customer base. We extend a heartfelt welcome to Jennifer."

Jennifer Maltz can be reached at SuperCoups of Mont-Bucks at (215) 852-8601 or by e-mail at [jmaltz@supercoups.biz](mailto:jmaltz@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](http://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](http://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>.*