



PRESS RELEASE

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SuperCoups Grants a Franchise License to Maryland Residents *Brian and Phylis Felderstein License SuperCoups of NW Baltimore County*

Reisterstown, MD – August 4, 2009 – SuperCoups announced today the granting of a direct mail franchise license to Brian and Phylis Felderstein of Reisterstown, Maryland.

In response to the challenges facing small businesses to attract and retain customers, Felderstein, a franchise consultant, and his wife, decided to open a SuperCoups direct mail franchise to help businesses grow

“I know that we will greatly impact our local community by helping businesses that we have patronized for years continue to grow during these difficult economic times” Felderstein said. “We chose SuperCoups because of their years of success, reputation and relationship with 'RedPlum'. That makes them the most complete direct mail service in the world for small businesses”.

The Feldersteins have completed training at SuperCoups headquarters in E. Taunton, Massachusetts and are ready to assist local businesses bring more customers to their doors via the power of couponing and direct mail. Consumers in their local area, will receive these envelopes filled with offers from local merchants and use the coupons to save money on products and services they need.

“Brian and Phyllis Felderstein have a wonderful opportunity before them as they begin their SuperCoups business” said Bill Matthews, Vice President of Franchise Development. “Brian’s experience as a franchise consultant and his understanding of the advertising needs of local businesses lend a definite advantage to the business owners in his territory. We eagerly look forward to the opportunity to work alongside them as they help business owners in the Northwestern Baltimore Market reach new customers and grow their businesses. We warmly welcome Brian and Phylis Felderstein to the SuperCoups family.

Brian and Phylis Felderstein can be reached at SuperCoups of NW Baltimore County at (410) 526-0254 or by e-mail at bfelderstein@supercoups.biz or pfelderstein@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>.