

NEWS RELEASE

FOR IMMEDIATE RELEASE
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**NATIONAL DIRECT MAIL FRANCHISE ANNOUNCES
NEW "OPEN AND WIN" ENVELOPE PROMOTION**
*Consumers Can Win a Trip for Two to the New
Hard Rock Park
in Myrtle Beach, SC*

EAST TAUNTON, Massachusetts (January 14, 2008): SuperCoups, a leading nationwide direct mail coupon franchisor since 1982, announces a new "open and win" promotion for its envelopes during the first quarter of 2008.

SuperCoups is offering a chance to win a trip for two to the new Hard Rock Park in Myrtle Beach, South Carolina, scheduled to open in Spring 2008. The trip includes roundtrip air, hotel accommodations, VIP passes to the park, spending money and annual passes to Hard Rock Park - the world's first rock 'n' roll theme park.

All consumers throughout the country who receive a bright yellow and blue SuperCoups envelope mailed to their homes are eligible to win a trip instantly, should a lucky ticket be included in the envelope. They may also enter to win online (no purchase necessary) at <http://www.supercoups.com>.

The promotion is in effect for all envelopes mailed through March 31, 2008. An instant win ticket will be placed by a SuperCoups executive in each of three random envelopes at SuperCoups' headquarters in Massachusetts prior to being mailed.

Hard Rock Park is a 140-acre rock 'n' roll theme park which will provide visitors of all generations a fun and exciting full-day entertainment experience, becoming one of the largest and most innovative attractions in the Myrtle Beach area. It reflects the Hard Rock brand's commitment to music featuring six unique, custom-designed zones celebrating rock's culture, lifestyle, legends and irreverence. The park includes more than 40 attractions, a live music amphitheater, shows, restaurants, retail stores and state-of-the-art sound systems throughout. Its signature steel roller coaster, "Led Zeppelin - The Ride" towers 15 stories high. Reaching speeds of 65 mph, the coaster includes thrilling drops and loops over a six-and-a-half-minute experience, timed to Led Zeppelin's hit, "Whole Lotta Love."

For more information about SuperCoups' "Open and Win" promotion, contact Jennifer Byrne, SuperCoups marketing and franchise licensing sales manager, at (508) 977-2010 or visit www.supercoups.com.

**Hard Rock Park "Open and Win" Promotion developed by
COHEN-FRIEDBERG Associates ("CFA"), Framingham, MA**

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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 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:

Valassis is the nation's leading marketing services company, offering unique and diverse media platforms with the most comprehensive product and client portfolio in the industry. Valassis offers products and services including shared mail; solo mail; newspaper-delivered promotions such as inserts, sampling, polybags and on-page advertisements; in-store marketing; direct-to-door advertising and sampling; Internet-delivered marketing; loyalty marketing software; coupon and promotion clearing; promotion planning; and analytic services. The company's expansive product portfolio reaches over 100 million households each week. Valassis has relationships with more than 15,000 advertisers worldwide in various industries. 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 Have You Seen Me?(R) missing child program. 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>.

About Hard Rock Park:

HRP Myrtle Beach Operations, LLC, is designing, developing, and constructing; and will own and operate Hard Rock Park, an approximately 140-acre rock n' roll theme park located at 211 George Bishop Parkway in Myrtle Beach, South Carolina under a long term license agreement with Hard Rock International. HRP Myrtle Beach Operations LLC is a Partnership between the executive management team of Steven Goodwin, Felix Mussenden and Jon Binkowski, who designed and developed the park's concepts and will be responsible for building and operating the Park; FHTP, LLC, a group of prominent local investors and community leaders and a joint venture led by real estate developer Ziel Feldman and Amnon Bar-Tur, Managing Member of SafeHarbor Holding, LLC; from New York and Africa Israel Investment and Polar International Real Estate from Israel. For more information on Hard Rock Park, visit www.hardrockpark.com or call (843) 236-7625.

About Hard Rock International

With 123 high-energy Hard Rock Cafes and nine Hotels/Casinos in 47 countries, Hard

Rock International is one of the world's most globally recognized brands. Beginning with an Eric Clapton guitar, Hard Rock owns the world's greatest collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website. In addition to the two flagship Seminole Hard Rock Hotels and Casinos in Tampa and Hollywood, Fla., Hard Rock Hotels/Casinos are located in Las Vegas, Biloxi, Orlando, Chicago, San Diego, Pattaya and Bali. Additional hotel and casino projects have been announced in Macau and Penang, both scheduled to open in 2009; Palm Springs, Atlanta and Panama, scheduled to open in 2010; and Dubai, scheduled to open in 2011. Hard Rock International, Inc, is owned by Seminole Hard Rock Entertainment, Inc. For more information on Hard Rock, visit www.hardrock.com.