

NEWS RELEASE

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**NATIONAL DIRECT MAIL FRANCHISE ANNOUNCES
2007 CHARITABLE CAMPAIGN**
*SuperCoups to Raise Funds for Alex's Lemonade Stand Foundation
in Support of Pediatric Cancer Research*

EAST TAUNTON, Massachusetts (March 26, 2007): SuperCoups, a leading nationwide direct mail coupon franchisor since 1982, announces a nationwide charitable campaign to raise funds in support of pediatric cancer research.

Funds raised from late March through October 2007 will be earmarked for Alex's Lemonade Stand Foundation, a unique foundation that evolved from a four year-old cancer patient's front yard lemonade stand to a nationwide fundraising movement for childhood cancer.

"Since Alexandra 'Alex' Scott set up her first stand, more than \$10 million has been raised to help fulfill her dream of finding a cure for all children with cancer," states Jennifer Byrne, SuperCoups marketing manager, who notes that Alex passed away in 2004 at the age of eight, but not before reaching the \$1 million mark for her cause. "Together with our corporate office and franchise

system, we look forward to fundraising for the Foundation. We estimate that we will be mailing over 36 million envelopes during the promotion.”

The “Fight and Win” promotional campaign involves various levels of participation from franchisees throughout the U.S. and the SuperCoups headquarters in Massachusetts. “We are planning charity collection boxes, in-person and virtual lemonade stands, soliciting individual contributions and providing promotional coupons and envelopes to highlight the campaign,” adds Ms. Byrne. “ Employees, franchisees and their advertisers can also hold their own local lemonade stands in their communities to help raise funds.”

This is the first time a promotion of this type has been undertaken by SuperCoups. “We’re excited about our ability to band together with our franchisees and utilize our strong outreach capabilities on a local level throughout the nation for such a noble cause,” comments Terry LeMaster, SuperCoups president. “Funds will go to the foundation for its work directly with doctors and researchers to identify and bring new life-saving treatments to children who are seriously ill with cancer.”

SuperCoups’ “Fight and Win” promotion begins on March 26, 2007 and runs through October 31, 2007. The general public can play an ‘instant win game’ to win an all-inclusive trip for two to The Bahamas at Wyndham Fortuna Beach on Grand Bahama Island via the SuperCoups’ Web site (www.supercoups.com). For those interested in donating money, they can visit www.firstgiving.com/SuperCoups.


For more information, contact Jennifer Byrne, SuperCoups marketing manager, at (508) 977-2010.

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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) 977-0000; 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>.

ABOUT ALEX'S LEMONADE STAND:  In 2000, a 4 year old cancer patient named Alexandra "Alex" Scott announced a seemingly simple idea - she was holding a lemonade stand to raise money to help her doctors find a cure for kids with cancer. The idea was put into action by Alex and her older brother, Patrick, when they set up the first Alex's Lemonade Stand for Childhood Cancer on their front lawn in July of 2000.

For the next four years, despite her deteriorating health, Alex held an annual lemonade stand to raise money for childhood cancer research. Following her

inspirational example, thousands of lemonade stands and other fundraising events have been held across the country by children, schools, businesses, and organizations, all to benefit Alex's Lemonade Stand Foundation for childhood cancer. On August 1st, 2004, Alex died peacefully at the age of 8 -- she had raised over \$1 million for childhood cancer research in her short lifetime.

Alex's spirited determination to raise awareness and money for all childhood cancer while she bravely fought her own deadly battle with cancer has inspired thousands of people, from all walks of life to raise money and give to her cause. Alex's family and supporters are committed to continuing her inspiring legacy through Alex's Lemonade Stand Foundation, a registered 501c3 charity. As of January 2007, Alex's Lemonade Stand Foundation has raised over \$10 million for childhood cancer research. The result -- Alex's Lemonade Stand Foundation has given millions of dollars for childhood cancer research across the country.

Alex's Lemonade Stand Foundation: ☐ 333 Lancaster Avenue #414,
☐ Wynnewood, PA 19096; ☐☐ Office phone: 610.649.3034. Web:
www.alexlemonade.org.