

National PROMOTIONS

Food Network

Out of plant dates
12/14/09 – 1/25/10

- Top-rated Food Network is returning to The Blue Envelope® to feature one of their newest primetime reality shows that turns 12 everyday people from kitchen zeros into kitchen heroes!

Cycle 1
U.S. only



Who Wants to Be a Millionaire

Out of plant dates
1/26/10 – 2/22/10

- Over 1 million dollars is up for grabs, when The Blue Envelope features the popular, syndicated game show, *Who Wants to Be a Millionaire*, and an exciting "You're In The Hot Seat" sweepstakes.

Cycle 2
U.S. only



The Martha Stewart Show

Out of plant dates
2/23/10 – 3/23/10

- *The Martha Stewart Show* is returning to The Blue Envelope with an exciting sweepstakes this spring. Be a part of the excitement and rejuvenate your sales this spring by placing a strong offer in Valpak during this promotion.

Cycle 3
U.S. & Canada

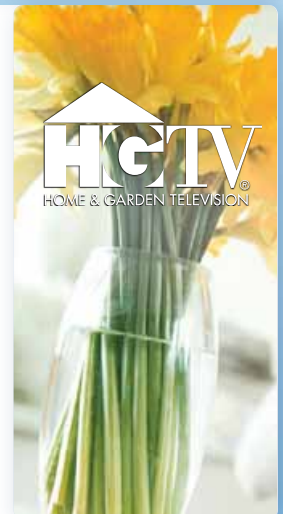


HGTV

Out of plant dates
3/30/10 – 4/26/10

- HGTV, America's leader in home and lifestyle programming returns to excite and inspire home aficionados and Valpak consumers!

Cycle 4
U.S. only



Stamp Out Hunger

Out of plant dates
3/30/10 – 4/26/10

- For the seventh consecutive year, Valpak is a proud supporter of the Stamp Out Hunger campaign, the largest one day food drive in the country, sponsored by the National Association of Letter Carriers.

Cycle 4 - Featured on
the address side
U.S. only



Food Network

Out of plant dates
4/27/10 – 5/24/10

- Food Network returns to The Blue Envelope for another sizzling promotion this year!

Cycle 5
U.S. & Canada



National
Television
Campaign



Local
Sponsorship
Opportunity

Valpak®

Every month is a great month to advertise with Valpak.

Advertisers can be assured that their offers will be seen because our consumers rely on Valpak for value, savings and the excitement of our popular monthly promotions!

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National PROMOTIONS

WE Go Bridal

Out of plant dates
5/25/10 – 6/21/10

- Valpak invites advertisers to go bridal, as The Blue Envelope partners with WEtv for our fourth summer bridal promotion.

Cycle 6
U.S. only



HGTV

Out of plant dates
6/29/10 – 7/26/10

- HGTV appears on The Blue Envelope for the second time this year, with its popular series *Design Star!*

Cycle 7
U.S. only



Coming Soon!

Out of plant dates
7/27/10 – 8/23/10

- Another great promotional opportunity for Valpak advertisers is in the works!

Cycle 8



CBS

Out of plant dates
8/24/10 – 9/21/10

- Valpak brings star power back to The Blue Envelope when CBS, the top-rated broadcast TV network, promotes the savings in Valpak and celebrates the launch of a fresh new season of shows.

Cycle 9
U.S. only



Wheel of Fortune

Out of plant dates
9/28/10 – 10/25/10

- Top-rated syndicated game show, *Wheel of Fortune*, will return to The Blue Envelope and hosts Pat Sajak and Vanna White will remind viewers that they could save a fortune, by looking for their Valpak envelope which always has savings on the best businesses and services!

Cycle 10
U.S. only

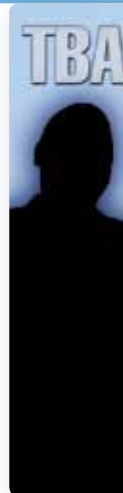


Coming Soon!

Out of plant dates
10/26/10 – 11/22/10

- Another great promotional opportunity for Valpak advertisers is in the works!

Cycle 11

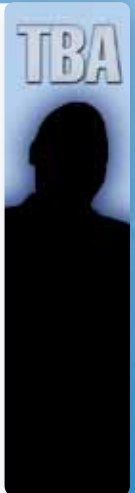


Coming Soon!

Out of plant dates
11/23/10 – 12/27/10

- Another great promotional opportunity for Valpak advertisers is in the works!

Cycle 12



National
Television
Campaign



Local
Sponsorship
Opportunity

Valpak®