

National Community Food Drive Helps to Stamp Out Hunger

Valpak to promote National Association of Letter Carriers' (NALC) annual food drive on nearly 42 million Valpak envelopes

Largo, FL (April 15, 2009) – Valpak® will once again support the National Association of Letter Carriers (NALC) in its Stamp Out Hunger food drive May 9, 2009, as it collects food and offers assistance to communities across the United States.

For the sixth consecutive year, Valpak, best known for delivering a monthly envelope filled with savings offers, will promote the event on its signature Blue Envelope® delivered to almost 42 million U.S. households, and on Valpak.com.

Valpak will mobilize its almost 200 franchise offices and many advertisers to participate and promote the cause locally.

"Postal carriers do a great deal for Valpak, and supporting the NALC annual food drive is a way we can both show our appreciation of their efforts and help people in need," said Greg Bicket, president of Cox Target Media, maker of Valpak. "Given the difficult economy, more people than ever are in need of assistance," said Bicket. "We encourage our employees and franchisees to get involved by donating and volunteering locally, and we encourage Valpak recipients to make food donations May 9."

The drive, a tradition since the early 1990's, will provide relief to millions of people. Last year the drive generated a record 73.1 million pounds of food donations to our nation's food banks. Consumers can help by leaving non-perishable food items by their mailboxes on Saturday, May 9, before their mail is delivered.

"The involvement of Valpak as a corporate partner in the Letter Carrier's Food Drive is a major factor in alerting postal customers of this opportunity to help those less fortunate in their communities," according to William H. Young, NALC President. "As a result, millions of additional Americans will receive help in fighting hunger again this year."

About Valpak®

Valpak is one of the leading direct marketing companies in North America. Headquartered in Largo, Florida, Valpak delivers savings to nearly 45 million households each month throughout the United States and Canada. Annually, Valpak will distribute some 20 billion offers inserted in more than 513 million envelopes. In addition, Valpak.com®, an online site for local savings, has over 20 million offer views each month.