

Valpak® and HGTV Pair Up to Promote Dream Home 2009

(LARGO, FL, February 4, 2009) – Entering the 2009 HGTV Dream Home Giveaway will be easier than ever this year when Valpak features the promotion on over 40 million of the familiar blue envelopes to homes across the nation.

The elegant, two-story Dream Home, set in Sonoma Valley, California, will be featured on the Valpak envelope mailing now through Feb. 20. Consumers can enter to win the 2009 HGTV Dream Home by filling out the form in the Valpak envelope, going to www.HGTV.com or www.Valpak.com, and then tune in to the *HGTV Dream Home Giveaway* 2009 special airing on Sunday, March 15, at 8 p.m. ET/PT to see who won the home.

The HGTV Dream Home Giveaway is cable television's largest promotion with massive consumer recognition and appeal. The HGTV Dream Home features 3,600 square feet of space with warm walnut wood floors, a gourmet kitchen, family and living rooms, formal dining room, study, two bedroom mini-suites and a master bedroom suite.

"The Valpak audience really connects with the creative home and garden décor ideas they get from watching HGTV," says Deanna Willsey, Director of Communications at Valpak. "Mainly homeowners with higher than average discretionary incomes, the Valpak audience loves watching the HGTV programming and bringing those ideas to life in their own homes. In fact, our audience spends around 20 percent more than the average household with home improvement retailers. Partnering with HGTV for this promotion is a win for the Valpak consumer, for HGTV and Valpak, and for the businesses that advertise in Valpak."

About HGTV

HGTV, America's leader in home and lifestyle programming, is distributed to more than 96 million U.S. households and is one of cable's top-rated networks. HGTV's website, HGTV.com, is the nation's leading online home-and-garden destination that attracts an average of 5 million unique visitors per month.

About Valpak®

Valpak is one of the leading direct marketing companies in North America. Headquartered in Largo, Florida, Valpak delivers savings to nearly 46 million households each month throughout the United States and Canada. Valpak distributes some 20 billion offers inserted in more than 521 million envelopes. In addition, www.Valpak.com, an online site for local savings, has about 20 million offer views each month.