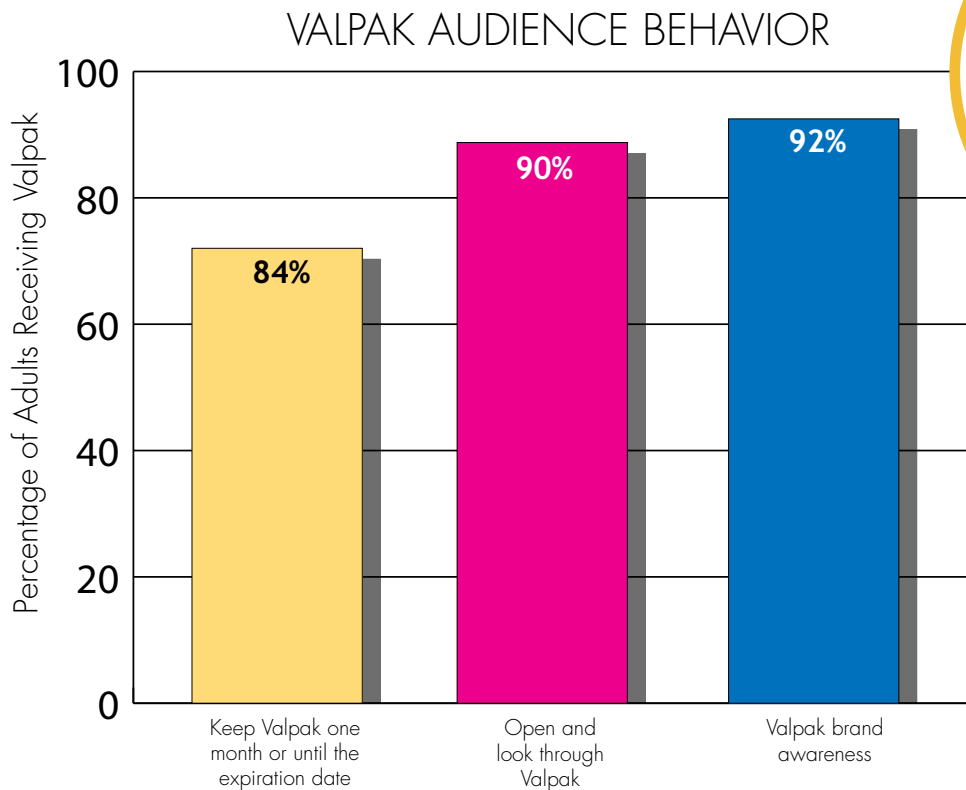


HOW CONSUMERS FEEL ABOUT VALPAK®

A CONSUMER AWARENESS STUDY

A March, 2008 national readership study conducted by Directions In Research among adults receiving Valpak revealed:



"Valpak outperforms the local newspaper four to one. It definitely gives me the highest return on my investment and has a great shelf life. I always have a steady stream of coupons coming in."

Alison Carter, Owner
Domino's Pizza • Issaquah, WA

YOU CAN DEPEND ON THE DIRECT MAIL ENVELOPE YOUR CUSTOMERS KNOW BEST TO GET YOUR MESSAGE SEEN. CALL YOUR VALPAK OFFICE FOR MAIL DATES.



Source: 2008 Valpak® Readership Survey, Directions In Research, eRewards, SurveyGizmo, March 2008.

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