

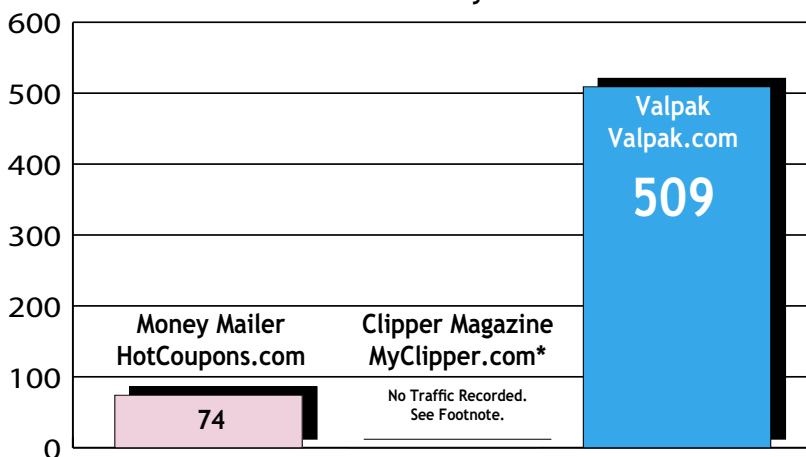


# VALPAK.COM® IS THE *INTERNET SAVINGS SITE* YOUR CUSTOMERS KNOW BEST

Valpak.com is the local savings Web site with the highest number of visitors compared to other local savings sites.

2005 Monthly Average Number of Unique Visitors to Web Site (in 000s)

**Internet Audience by Brand:**



	Valpak.com	MyClipper.com	HotCoupons.com
Most Local Offers	Yes	No	No
Most Web Site Monthly Visitors	Yes	No	No
Ability to link to advertiser's Web site	Yes	Yes	No
Ability to link to advertiser's e-mail	Yes	No	No
Ability to show Menu Pages	Yes	No	No
Ability to have expiration dates different from direct mail product	Yes	Yes	No
Ability to search for coupons by keywords	Yes	Yes	No
Promoted by over 40 million envelopes each month	Yes	No	No
Maps and Directions to Advertiser's locations	Yes	No	No
No Registration Required	Yes	No	Yes

*"Our Valpak.com ad links to our company Web site and it pays for itself in increased traffic to our store. Valpak® reaches more people for less money and brings in new customers."*

Gary Thomas,  
General Manager,  
Firestone Tires,  
Hagerstown, MD

\* There were insufficient traffic levels within the audience sample to determine the total number of visitors for any month.

Source: comScore netscore Jan - Dec 2005

