

# Valpak Offers Advice on Being Thrifty On-The-Go in a Tight Economy

(LARGO, FL - Jan. 19, 2010) – When it comes to New Year's resolutions, money management is always at the top, and 2010 is no exception. The current economic state has forced many consumers to become value shoppers. In fact, according to researchers 95 percent have modified their shopping behavior in response to the recession. Valpak, one of the leading direct marketing companies in North America, is helping consumers save in these harsh economic times offering many ways that consumers can maintain their lifestyles without breaking the bank.

"More and more consumers are turning into value shoppers, adopting price savings related attitudes and behaviors without sacrificing their quality of life," said Deanna Willsey, director of corporate communications for Valpak. "As the economy recovers, consumers are being careful to ensure that they are making cost-effective purchases and building their financial reserves, while lowering their debt. Saving money on everyday items as well as the little things in life is not as complicated as people believe."

Valpak has suggestions for being thrifty in a down economy:

1. With food prices rising at the fastest pace in 17 years, making smart grocery buys is key; knowing what's in the fridge and freezer, and using up what you have before you buy more, is a good starting point in addition to using coupons and shopping sales
2. Forty-eight percent of the nation's food dollars are spent on dining out - a treat many consumers don't want to live without; be on the lookout for weekday specials at local restaurants, coupons and other savings offers either from direct mail or online
3. Many places of business offer discounts for customer initiatives such as being environmentally friendly or for referrals; for example, Starbucks gives customers \$0.10 off for bringing in a reusable mug. That's a savings of \$36.50 for someone who buys a cup of coffee daily. Local hair salons often offer a 20 percent discount for first-time services or for referring a client
4. Making your own cleaning supplies by using household ingredients such as vinegar and baking soda can not only help you save, they also do a better job than more expensive cleaners
5. Set-up an automatic withdrawal to regularly transfer funds from your checking account into your savings account to ensure that you continue to grow your savings on an ongoing basis

For those consumers who find the search for savings too time consuming, or for those who frequently leave their coupons at home, companies like Valpak have made the process easier by providing consumers access to special savings offers on-the-go, via mobile access to the Internet.

More than 32 million smartphones have been sold worldwide, and with the recent upgrades announced at this year's Consumer Electronics Show, they are making an even bigger statement in 2010 by offering consumers the added convenience of saving right at their fingertips. More than 10 million digital coupons were redeemed in the first half of 2009, up 25 percent from the previous year. Dedicated to helping consumers continue to live a life of convenience, Valpak recently launched their free mobile couponing applications for the iPhone and iPod Touch, as well as the Android platform. Consumers can easily download local savings for all their shopping needs. With its applications for the Palm Pre and Blackberry® rolling out by the end of February, Valpak will provide more than 17,000 offers to consumers on-the-go.

Users of the Valpak mobile couponing applications can:

- Search savings by categories of dining, auto, beauty, health, shops, leisure, home, professional and general
- Use the phone's GPS to locate savings around you
- Automatically sort results by distance from his or her current location
- Click on an offer and use the phone's mapping function to get directions
- View multiple discounts at any given time
- Tap business phone numbers, making it easy to call for more information

"We want to do our part in making everyday savings as easy as possible with not only our signature Blue Envelope® direct mail offers, but by recognizing the convenience that online and mobile savings can bring to shoppers everywhere," said Willsey. "Being aware of your spending habits and making informed choices is not only thrifty, it's smart. When you crunch the numbers at the end of the month, the math speaks for itself."

Consumers can also head to [www.Valpak.com](http://www.Valpak.com) for printable coupons for restaurants, groceries, auto care and more.

#### **About Valpak®**

Valpak, one of the leading direct marketing companies in North America, is owned and operated by Cox Target Media, a subsidiary of Atlanta-based Cox Enterprises, one of the largest media conglomerates in the United States. With nearly 200 franchises throughout the United States and Canada, The Blue Envelope® delivers savings and value to nearly 43 million households each month. Annually, Valpak will distribute some 20 billion offers inserted in more than 513 million envelopes. Valpak also offers digital solutions with [www.Valpak.com](http://www.Valpak.com)®, an online site for local savings, which has more than 40 million offer views each month. For more information, please contact 1-800-676-6878.