

Wheel of Fortune and Valpak® Give Consumers 100,000 More Reasons to Open Their Mail

Largo, FL (March 16, 2009) – [Wheel of Fortune](#), television's #1 syndicated show, has teamed up with direct marketing powerhouse [Valpak](#)® to offer shoppers and Wheel Watchers the chance to win their share of \$100,000.

The "Watch, Save and Win" sweepstakes kicks off on March 23, when The Blue Envelope® from Valpak starts arriving in over 44 million homes across the United States and Canada. The familiar Valpak envelope features **Wheel of Fortune** hosts Pat Sajak and Vanna White on the outside while the inside will provide a special web site address (www.wheelofvalpak.com) where fans can register to obtain a Bonus Round Puzzle solution. If their solution matches one that airs on **Wheel of Fortune** any night during the week of April 20-24, they have the chance to win one of the twenty (20), \$5,000 prizes being awarded.

"This opportunity couldn't come at a better time for our millions of viewers, said Harry Friedman, executive producer of **Wheel of Fortune**. "We're delighted to offer this fun and easy new way to both save and win money."

"We're excited to pair with **Wheel of Fortune**," said Deanna Willsey, Director of Communications for Valpak. "With consumers everywhere tightening up their household budgets, we're thrilled to be able to bring together the terrific savings in the Valpak envelope and great entertainment options like **Wheel of Fortune**."

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. Annually, Valpak will distribute some 20 billion offers inserted in more than 521 million envelopes. In addition, [Valpak.com](#)®, an online site for local savings, has about 20 million offer views each month.

About Wheel of Fortune

Wheel of Fortune, an iconic part of American culture for 26 seasons, is one the most successful syndicated programs in television history, garnering over 34 million viewers a week. The show is produced by Sony Pictures Television, a Sony Pictures Entertainment Company and is distributed by CBS Television Distribution and internationally by CBS Paramount International Television, both units of CBS Corp.