

Report Cites Direct Mail Decline, but Valpak® Holds Steady

(LARGO, FL - MAY 21, 2009) — While other direct mailers are seeing local sales numbers shrink, Valpak® sales have remained steady compared to 2008 - and that's a tremendous accomplishment in this economy.

In a recent report about the direct mail industry, authors cited direct mail spending may fall to fourth place behind the Internet, broadcast TV and newspapers.

However, Greg Bicket, President of [Cox Target Media](#), which owns Valpak Direct Marketing Systems, Inc., reports: "Valpak is outperforming other local media and outperforming the direct mail industry as a whole. We simply have not seen the dramatic drop cited in the report," said Bicket.

"Our data show that Valpak is actually gaining local market share. As others experience decline, we are securing thousands of new advertisers - often in categories that historically have not used direct mail," said Bicket.

It's important to note that the primary direct mail categories in the report are traditional direct mail - catalogs, financial services advertisements, etc. Valpak is somewhat different than other direct mailers, and its actual performance is not consistent with reports about other direct mailers.

Valpak's use of discounts and promotions in its direct mail offers another level of value. The increases in consumer coupon usage have helped Valpak maintain and even grow in some areas.

"In addition, direct mail is a trusted option for many local and small business owners, who rely on direct mail for many reasons. It is local, they can target a desired audience, and the response is trackable, presenting a way to measure return on investment."

For Valpak, food and dining categories are up, local banks are increasing their use of Valpak, home and garden remains strong, as do services and health and beauty. Research from [IBISWorld](#) indicates that while the direct mail industry will take a hit this year on ad sales, it will resume growth in 2010 and continue increasing through 2014.

Additionally, while the Valpak envelope remains strong and vital, it is also supported by digital marketing solutions through Valpak.com, e-mail marketing and more.

"Thanks to continued efforts locally and our ongoing partnership to create programs and solutions that give Valpak a competitive edge, I'm confident Valpak will continue to grow as we emerge from this recession," said Bicket. To download Valpak white papers on direct marketing and direct mail, please visit www.valpak.com.

About Valpak®

Valpak is one of the leading direct marketing companies in North America. Headquartered in Largo, Florida, Valpak has 188 franchises throughout the United States and Canada, and delivers savings to nearly 45 million households each month. Annually, Valpak will distribute some 20 billion offers inserted in more than 513 million envelopes. In addition, Valpak.com®, an online site for local savings, has over 20 million offer views each month.