

# Valpak® Announces Triple Environmental Certification

(LARGO, FL – Oct. 22, 2009) – [Valpak Direct Marketing Systems Inc.](#), maker of The Blue Envelope®, has been awarded certification under the three leading environmental programs: [Sustainable Forestry Initiative](#) (SFI), [Programme for the Endorsement of Forest Certification](#) (PEFC) and the [Forest Stewardship Council](#) (FSC).

"Valpak recognizes the importance of maintaining sustainable, environmentally responsible business practices that benefit our consumers, advertisers, franchisees and employees," said Greg Bicket, President of Cox Target Media, which owns Valpak.

Valpak successfully completed the certification process, which includes creating documentation and processes to report on and measure compliance to program standards. The standards ensure the paper used in all envelopes and inserts printed by Valpak comes from responsibly managed sources.

"We encourage our employees and business partners to practice environmentally preferable purchasing and materials sourcing, to reduce waste and energy consumption, and to recycle where possible," according to Bicket. This program is an extension of parent company Cox Enterprises' [Cox Conserves](#) program and contributes to the companywide initiative to reduce its overall carbon footprint by 20 percent by 2017.

Valpak has been delivering savings to consumer mailboxes for 41 years. Consumers can also find great deals online though [www.valpak.com](http://www.valpak.com). Now, consumers can access Valpak on-the-go via their mobile phone and the new Valpak Local Coupons App for the iPhone™ and iPod touch®, available on the App Store.

"Finding a great deal in the familiar Blue Envelope has never been more in vogue with consumers," said Deanna Willsey, Director of Corporate Communications at Valpak. "Knowing the envelope and its contents are produced responsibly enhances the value to the consumer and advertiser experience."

For more information visit [www.valpak.com/environment](http://www.valpak.com/environment).

## 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 45 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. For more information, please contact 1-800-676-6878.