

Valpak App Now Available on App Store

New app for iPhone and iPod touch delivers coupon savings on-the-go

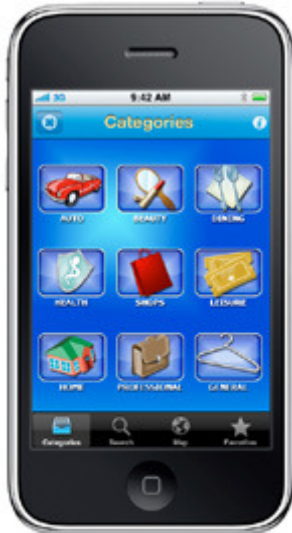


(LARGO, FL, October 6, 2009) - Valpak® today announced iPhone™ and iPod® touch users can now access money-saving coupons using the free Valpak App from the App Store, making saving easier than ever. And just like you'd expect from a company known for savings, it's a free download. The cost is zero. Nada. Zilch.

"It's just one more way that Valpak makes it easier for consumers to save," said Greg Bicket, president of Cox Target Media, which owns Valpak. "These new app permits instant gratification as well as instant point of purchase redemption of Valpak coupons," said Bicket.

Users of the Valpak app can:

- Access to more than 17,000 offers
- Search savings by categories of dining, auto, beauty, health, shops, leisure, home, professional and general
- Use your phone's GPS to locate savings around you
- Results are automatically sorted by distance
- Click on a coupon and you can use phone's mapping function to get directions
- View multiple discounts
- Tap business phone numbers making it easy to call for more information



The Valpak App is available for free from the App Store on iPhone and iPod touch or at www.itunes.com/appstore/.

"Valpak is making sure we are in the consumers' back pocket," said Jim Buckley, director of the new media business development team at Valpak. "Consumers appreciate finding new local businesses and savings through Valpak.com. This gives them one more way to save," said Buckley, who oversaw the development team.

"People appreciate easy ways to get a good deal whether they're at work, at home, or even out running errands. In addition, this is a tremendous benefit for Valpak.com advertisers because they can now connect to the growing mobile couponing medium to bring more customers in the door. Taking this step was important for our business."

Since 1998, the company has offered Valpak.com, which has 20 million views per month, and gives consumers a way to print coupons they need, exactly when they need them. For 41 years, consumers have looked for value in the blue Valpak envelope. Each year, 20 billion offers are sent to 45 million homes across North America.

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[®], an online site for local savings. For more information, please contact 1-800-676-6868.

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