

Valpak.com users can now find business ratings and reviews from Kudzu.com

(LARGO, FL - Sept. 22, 2009) - [Valpak.com](#) announces it has further enhanced its popular online savings site through a partnership with [Kudzu.com](#) to include business ratings and reviews. This partnership provides helpful information and savings for consumers, while helping businesses boost word of mouth and increase customer communication.

"The savings and values on Valpak.com are enhanced by adding the business reviews from Kudzu.com," said Jim Buckley, director of the new media business development team at Valpak. "Consumers can not only find a great deal, they can see what others have to say about the business to help them make a purchase decision, which is important to people who want to make their dollars go farther."

As consumers search thousands of directory listings for savings offers on the Valpak.com site, they will now also receive star ratings and reviews for local advertisers from Kudzu.com, a website that gathers trusted information from consumers on contractors, landscapers, painters, doctors, mechanics, home services, beauty salons, daycare, restaurants and much more. Consumers can also write their own reviews businesses. Valpak.com advertisers whose listings match up to the Kudzu.com listings will have the star rating and review link shown on their results page as well as their profile page.

At the same time, the online offerings give businesses that advertise on Valpak.com a tool to help drive "word of mouth" promotion online. The ratings provide a business solution by enabling businesses to interact with customers, give credentials and respond directly to customers.

"It's an informative tool that can help businesses get better feedback to make decisions about their products and staff," said Buckley. Businesses also have the ability to create and edit profiles; solicit and respond to reviews; and track exposure through an online "business center."

Valpak.com was launched in 1998 and has more than 20 million offer views each month.

Kudzu, an online business launched by Cox Enterprises in 2005, now lists 13 million local businesses nationwide and has more than 1.5 million consumer reviews - focused on home, health and personal services. The site also includes consumer guides, advice and video. Like Kudzu.com, Valpak.com is owned by Cox Enterprises.

"Bringing together the consumer-generated reviews from our sister company's site to the great savings you can find on Valpak.com just made perfect sense," added Buckley.

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.

About Kudzu

Kudzu.com provides consumers with trusted information about local providers for home, health and other life service needs - and gives small businesses the tools to drive "word of mouth" online. Launched in 2005, the website features consumer reviews

and profiles built by local service businesses. Kudzu is owned and operated by Cox Search Inc., a subsidiary of Cox Enterprises, a leading communications, media and automotive services company. Cox's businesses include Cox Communications, Manheim, AutoTrader.com, Travel Channel, Adify and prominent media and digital companies.