



VALPAK[®] DELIVERS TOP U.S. MARKETS BY STATE IN 2009

STATE	HHs	STATE	HHs
Alabama.....	230,000	Montana.....	50,000
Alaska.....	90,000	Nebraska.....	220,000
Arkansas.....	50,000	Nevada.....	490,000
Arizona.....	1,270,000	New Hampshire.....	250,000
California.....	5,700,000	New Jersey.....	2,100,000
Colorado.....	930,000	New Mexico.....	170,000
Connecticut.....	640,000	New York.....	3,000,000
District of Columbia.....	120,000	North Carolina.....	950,000
Delaware.....	120,000	Ohio.....	1,860,000
Florida.....	2,870,000	Oklahoma.....	340,000
Georgia.....	1,080,000	Oregon.....	430,000
Hawaii.....	110,000	Pennsylvania.....	2,120,000
Idaho.....	210,000	Rhode Island.....	200,000
Illinois.....	1,980,000	South Carolina.....	650,000
Indiana.....	510,000	South Dakota.....	10,000
Iowa.....	280,000	Tennessee.....	400,000
Kansas.....	290,000	Texas.....	2,580,000
Kentucky.....	280,000	Utah.....	520,000
Louisiana.....	200,000	Virginia.....	2,050,000
Maryland.....	1,630,000	Washington.....	1,680,000
Massachusetts.....	1,300,000	West Virginia.....	90,000
Michigan.....	1,430,000	Wisconsin.....	830,000
Minnesota.....	740,000	Wyoming.....	30,000
Mississippi.....	40,000		
Missouri.....	540,000	Total.....	43,660,000



Delivering Value To America[®]





VALPAK® DELIVERS TOP U.S. MARKETS BY DMA* IN 2009

DMA	HHs	DMA	HHs	DMA	HHs
Albany-Schenectady-Troy, NY.....	190,000	Harlingen-Weslaco-Brownsville-McAllen, TX	50,000	Paducah-Cape Girardeau-Harrisburg-Mt Vernon, KY/MO	40,000
Albuquerque-Santa Fe, NM.....	170,000	Harrisburg-Lancaster-Lebanon-York, PA.....	510,000	Palm Springs, CA.....	360,000
Anchorage, AK.....	90,000	Harrisonburg, VA.....	60,000	Peoria-Bloomington, IL.....	50,000
Atlanta, GA.....	880,000	Hartford-New Haven, CT.....	410,000	Philadelphia, PA.....	1,550,000
Austin, TX.....	280,000	Honolulu, HI	110,000	Phoenix, AZ.....	1,070,000
Baltimore, MD	690,000	Houston, TX.....	740,000	Pittsburgh, PA.....	330,000
Baton Rouge, LA.....	120,000	Idaho Falls-Pocatello, ID	100,000	Portland, OR.....	430,000
Birmingham-Anniston-Tuscaloosa, AL.....	180,000	Indianapolis, IN	370,000	Providence-New Bedford, RI/MA.....	310,000
Boise, ID	90,000	Jacksonville, FL.....	160,000	Raleigh-Durham-Fayetteville, NC	280,000
Boston-Manchester, MA/NH	1,280,000	Johnstown-Altoona, PA.....	60,000	Reno, NV	100,000
Buffalo, NY.....	250,000	Kansas City, MO/KS.....	450,000	Richmond-Petersburg, VA	370,000
Cedar Rapids-Waterloo-Iowa City-Dubuque, IA	80,000	Knoxville, TN.....	60,000	Roanoke-Lynchburg, VA	150,000
Charleston, SC.....	160,000	La Crosse-Eau Claire, WI.....	40,000	Rochester, NY	120,000
Charleston-Huntington, WV	30,000	Lafayette, LA	50,000	Rockford, IL	50,000
Charlotte, NC.....	340,000	Lansing, MI.....	70,000	Sacramento-Stockton-Modesto, CA.....	450,000
Charlottesville, VA	60,000	Las Vegas, NV.....	390,000	Salt Lake City, UT.....	520,000
Cheyenne-Scottsbluff, WY/NE.....	30,000	Lexington, KY	20,000	San Antonio, TX.....	230,000
Chicago, IL.....	1,880,000	Lima, OH	10,000	San Diego, CA.....	400,000
Cincinnati, OH	380,000	Lincoln-Hastings-Kearney, NE.....	60,000	San Francisco-Oakland-San Jose, CA.....	1,680,000
Cleveland, OH.....	660,000	Little Rock-Pine Bluff, AR.....	50,000	Santa Barbara-Santa Maria-San Luis Obispo, CA.....	100,000
Colorado Springs-Pueblo, CO	130,000	Los Angeles, CA	2,490,000	Savannah, GA	140,000
Columbia, SC.....	150,000	Louisville, KY.....	200,000	Seattle-Tacoma, WA.....	1,510,000
Columbus, OH	500,000	Macon, GA	90,000	Sioux Falls-Mitchell, SD	10,000
Corpus Christi, TX	40,000	Madison, WI.....	130,000	Spokane, WA.....	60,000
Dallas-Ft. Worth, TX.....	1,240,000	Medford-Klamath Falls, OR.....	90,000	Springfield-Holyoke, MA.....	160,000
Davenport-Rock Island-Moline, IA/IL	110,000	Memphis, TN	180,000	St. Louis, MO	310,000
Dayton, OH	150,000	Miami-Ft. Lauderdale, FL.....	670,000	Syracuse, NY.....	50,000
Denver, CO.....	800,000	Milwaukee, WI.....	440,000	Tampa-St. Petersburg-Sarasota, FL.....	810,000
Des Moines-Ames, IA.....	160,000	Minneapolis-St. Paul, MN.....	760,000	Toledo, OH	250,000
Detroit, MI.....	1,060,000	Missoula, MT.....	50,000	Traverse City-Cadillac, MI	50,000
Erie, PA	110,000	Mobile-Pensacola-Ft. Walton Beach, AL/FL.....	160,000	Tucson-Sierra Vista, AZ.....	200,000
Flint-Saginaw-Bay City, MI.....	80,000	Monterey-Salinas, CA.....	80,000	Tulsa, OK.....	140,000
Florence-Myrtle Beach, SC	70,000	Nashville, TN.....	200,000	Washington, D.C.-Hagerstown, MD.....	2,070,000
Fresno-Visalia, CA	140,000	New Orleans, LA	30,000	West Palm Beach-Ft. Pierce, FL.....	280,000
Ft. Myers-Naples, FL.....	270,000	New York, NY.....	4,310,000	Wichita-Hutchinson Plus, KS	70,000
Gainesville, FL.....	60,000	Norfolk-Portsmouth-Newport News, VA.....	500,000	Wilkes Barre-Scranton, PA.....	50,000
Grand Rapids-Kalamazoo-Battle Creek, MI	170,000	Oklahoma City, OK.....	200,000	Wilmington, NC.....	80,000
Green Bay-Appleton, WI.....	200,000	Omaha, NE.....	160,000	Yakima-Pasco-Richland-Kennewick, WA.....	40,000
Greensboro-High Pt.-Winston Salem, NC....	170,000	Orlando-Daytona Beach-Melbourne, FL.....	530,000		
Greenville-Spartanburg-Asheville-Anderson, SC/NC	300,000			TOTAL	43,660,000

We Deliver Your Neighborhood®

12/27/07-12/31/08 Unduplicated, NTAs only

*Designated Market Area

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