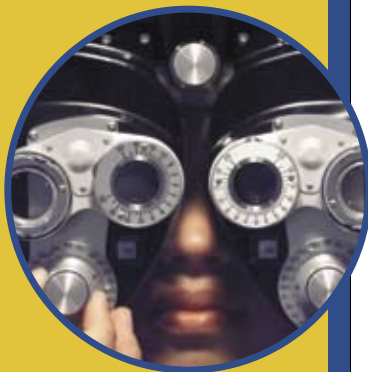


VALPAK IS COST EFFICIENT AND EASY TO USE

- Shared mailing costs
- Volume and frequency discounts
- No wasted circulation
- Choice of neighborhoods and mailing quantity
- Quick, no-hassle turnkey programs



THE THREE KEYS TO GETTING MORE MEDICAL SERVICES CUSTOMERS

REACH

The number of homes you select to receive your ad

+

FREQUENCY

The number of times a year your ad is seen by Valpak shoppers

+

VALUE

The appeal and incentive to try your service or product that your ad delivers to consumers

=

SUCCESS

A review of long time Valpak Medical Services advertisers showed they mailed an average of 9 times a year to 3 different mailing areas.

An in-depth analysis showed that the more an advertiser mailed with Valpak, the more their satisfaction increased.