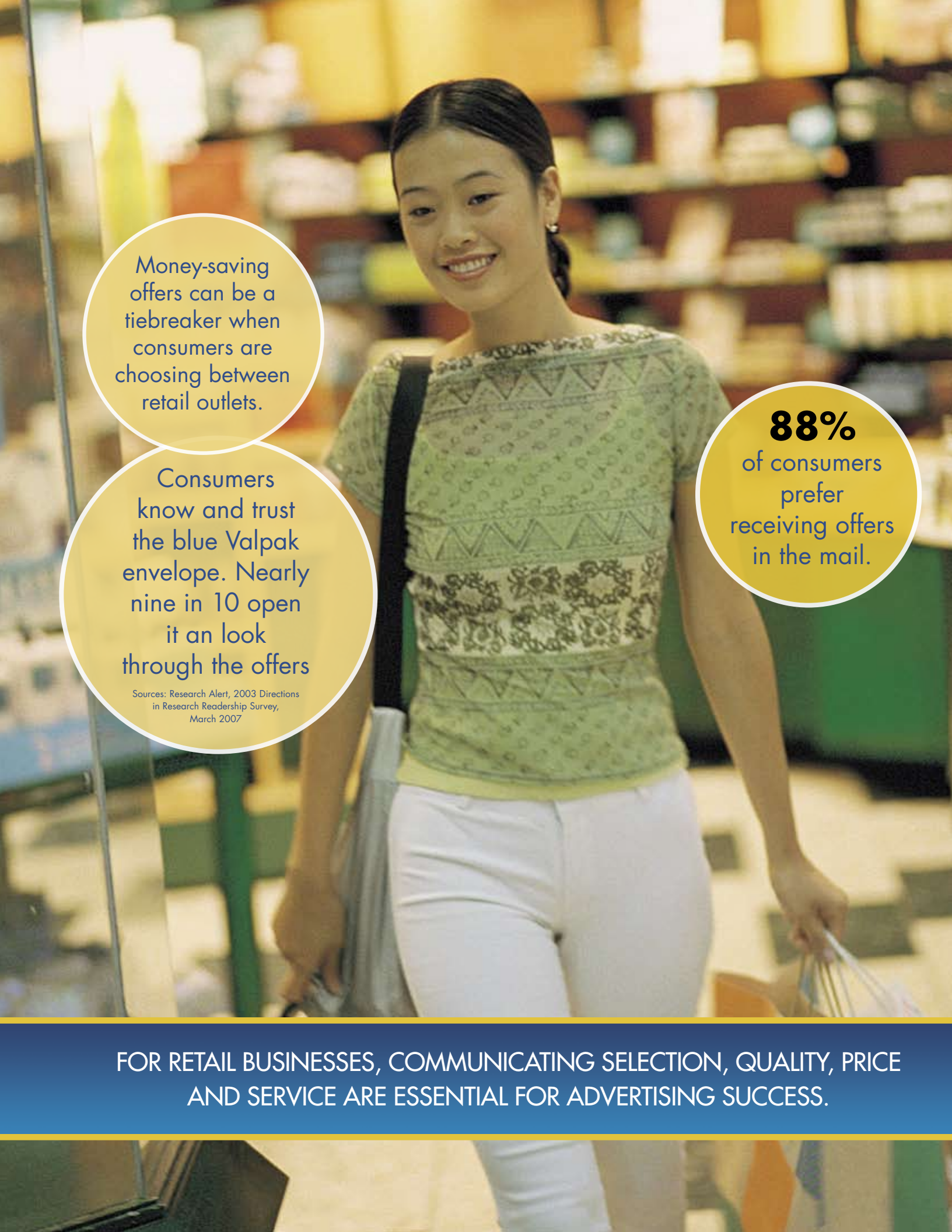




Right Now **CONSUMERS**
in your area ARE DECIDING
where TO GO SHOPPING.



*Don't you wish
they had your offer
in their hands?*



Money-saving offers can be a tiebreaker when consumers are choosing between retail outlets.

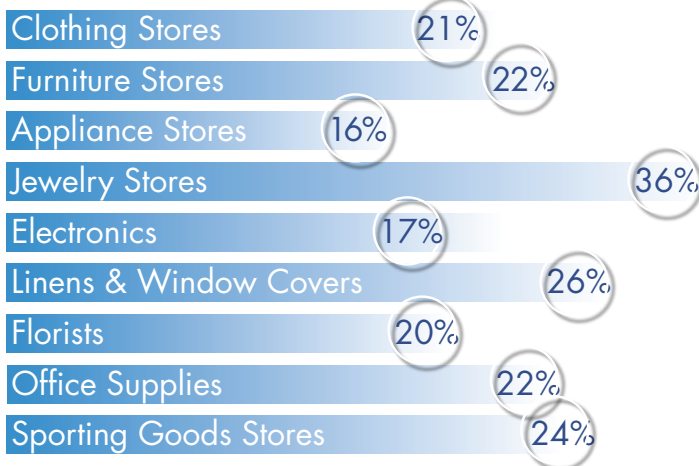
Consumers know and trust the blue Valpak envelope. Nearly nine in 10 open it and look through the offers

Sources: Research Alert, 2003 Directions in Research Readership Survey, March 2007

88%
of consumers prefer receiving offers in the mail.

FOR RETAIL BUSINESSES, COMMUNICATING SELECTION, QUALITY, PRICE AND SERVICE ARE ESSENTIAL FOR ADVERTISING SUCCESS.

VALPAK CONSUMERS ARE PROJECTED TO SPEND MORE AT MANY RETAIL BUSINESSES THAN THE AVERAGE HOUSEHOLD:



Source: Claritas, A Nielsen Company, with current year projections, March 2008

VALPAK UTILIZES THE LATEST RESEARCH TO IDENTIFY THOSE PEOPLE MOST LIKELY TO USE YOUR SERVICE.

- Valpak selects only the best areas to reach upscale audiences projected to spend more on many goods and services.
- The Valpak Neighborhood Trade Areas® (NTA®) mailing system eliminates wasted circulation.
- Valpak NTAs are unique in the direct mail industry and are defined by using the most recent consumer behavior and demographic research statistics available.



According to the U.S. Dept. of Commerce, the average business draws 80% of its customers from within a three mile radius. 95% are located within five miles.

RETAIL BUSINESS OWNERS TRUST VALPAK

Over 2.6 billion retail offers were mailed last year in the blue envelope.

"I can always tell when Valpak mails, as the phone starts ringing. Valpak is the best form of advertising I use and we get a great response."

Greg Chiullu
Owner
GCA Jewelers
Boston, MA

"I cannot share the actual numbers with you here, but I did get revenue four times my advertising cost, and better yet, I got an ROI of 153%!"

Larry Holt
Owner
Ken Combs Running Store
Louisville, KY

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
RETAIL 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 Retail
advertisers showed they mailed an average of
6 times a year to 4 different mailing areas.

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

