



Local Coupons. Super Savings.®

TAP INTO THE POWER OF CO-OPERATIVE DIRECT MARKETING

Specializing in shared-mail direct response marketing, SuperCoups offers innovative direct mail solutions. We are a premier national direct mail marketing franchise and we develop strategies and campaigns for your business that maximize your advertising investment and drive sales.

DID YOU KNOW?

SuperCoups offers a better, more targeted reach of consumers in your market area. We know what it takes to drive sales and can help you leverage the power of cooperative direct mail. We can meet all your needs from designs that reflect your image, offers that draw attention and professional four-color printing that gets you noticed.

- 94% of American households use direct mail coupons.¹
- 76% of consumers enjoy looking through coupons and special offers they receive in the mail.²
- 89% sort and read their mail the moment they bring it inside.²
- 67% feel mail is more personal than the Internet.²
- 57% fully anticipate that their next shopping trip will be affected by what they get in their mailbox.²

Sources: ¹ ACNielsen

² Mail Moments study conducted by InnoMedia, commissioned by the USPS, 2005

• Target and Reach More Of Your Customers

Our programs are specifically designed to reach deeper into the targeted markets you choose. Because our distribution volume is adjusted as the market changes, we provide the most consistent ability to reach more homes in your target market. And, with new residence/market updates every 4-8 weeks – your message reaches virtually everyone, including new growth areas within your targeted markets. We also use Crossbow, the Valassis proprietary mapping software that allows us to offer you Geo-Demographic targeting.

• Increase Responses

Your prospects and customers receive a compelling, targeted message displayed in an attractive, four-color (consumer preferred) medium. This in combination with your special promotions/offers and the consistency of exposure our programs offer, will help you to achieve stronger results.

• It's All About The People

Use our cooperative direct marketing programs to reach potential customers who have recently moved to the area, reward current customers with special promotions/offers, and build customer loyalty to your business, products and services.

• Grow Your Business

Increasing the exposure of your business, products and services with consumers in your immediate marketing area, leads to increased traffic and profits.

WHY SUPERCOUPS?

SuperCoups is a premium shared mail program that offers a high-quality, cost-efficient way for you to reach your target customers with a compelling, attractive message that gets results.

Your advertisement is inserted into the high impact, recognizable, bright blue and yellow SuperCoups envelope which is then positioned/distributed with major restaurants, supermarkets and retail content, drawing high consumer readership.

DIRECT MAIL ADVERTISING IN TODAY'S ECONOMY

Direct mail is still the most effective advertising medium for generating new customers and increasing business. Co-operative direct mail makes even more sense. Since you are sharing the envelope with other local businesses, you save mailing cost as well.

Think you can't afford to advertise?

Think again, you can't afford not to. Marketing your business in a challenging economy, is not only beneficial, it is critical to maintain market share and brand awareness. As consumers look to save money by using coupons, you want to make sure you are in front of them with your promotions. You can gain the potential for increased usage of your product or service and take customers away from your competitors.

According to a survey by Information & Communications (ICOM), tough times signify coupon-usage resurgence among U.S. shoppers, with 67% of those surveyed saying they are more likely to use coupons when the economy is in a down turn .

Historically, coupons represent a key area in which advertisers operating in a struggling economy, have not cut back. That's primarily because coupons are measurable. An advertiser can see and say, "Yes, this strategy is working". Another incentive is consumers' greater appetite for coupons. In the weakened economy of 2001, ICOM tracking showed a significant increase in the number of coupons consumers redeemed each week.

Some of the above information was excerpted from "Most Plan More Coupon Use in a Recession", www.marketingcharts.com, and "Coupons to the Rescue", www.promomagazine.com

ONE LOW PRICE DOES IT ALL!

SuperCoups will handle your entire mailing for only pennies a household, including:

- Marketing Consultation
- Ad Creation – Design and Proof
- Four-Color Image Printing
- Inserting
- Distribution

ABOUT SUPERCOUPS AND VALASSIS

SuperCoups is a Valassis company, the largest home-delivered print advertising company in the U.S. and the force and name behind "The Missing Child program", that to date has helped return more than 148 children to their respective families.



THE SUPERCUPS PRODUCT LIST

Our most popular product is the 3X8 format. We also have other sizes to fit your budget and advertising needs. All formats can be printed in full color on both sides. Our product comes in either a 60# Gloss or a 50# Bond finish stock, depending on your need.

1/3 Page: 3" x 8"

This is our most popular format.

2/3 Page: 7" x 8"

This format will include a fold

Full Page: 8" x 11"

This format will include two folds

redplum.com

As part of your SuperCoups package, we will extend the effectiveness of your current marketing program, by placing your promotion on redplum.com. This will be done at no additional cost to you (basic listing).

Offers will be live on the site from the effective promotion start date (SuperCoups coupon mailing date) until the offer expiration date (or 90 days).

Item	Price	Item	Price
1. Wonton Soup	1.45 - 2.20	47. House Special Chow Mein	4.25 - 8.20
2. Egg Drop Soup	1.15 - 2.20	48. Vegetables Chop Sui	2.90 - 5.40
3. Chicken Noodle Soup	1.75 - 2.20	49. Fresh Pork Chop Sui	2.20 - 4.40
4. Wontons with Egg Drop Soup	1.45 - 2.20	50. Feast Pork Chop Sui	3.20 - 4.40
5. Mixed Vegetable Soup	1.75 - 2.20	51. Beef Chop Sui	2.80 - 2.90
6. Chicken Rice Soup	1.15 - 2.20	52. Shrimp Chop Sui	4.10 - 4.40
7. Hot & Sour Soup	2.15 - 2.20	53. Chicken Chop Sui	3.50 - 4.40
8. Vegetable with Bean Curd Soup	1.15 - 2.20	54. House Special Chop Sui	3.50 - 4.40
9. Feast Pork W/ Egg Meat Soup	2.15 - 2.20		
10. Chicken Yut Cow Meat Soup	1.15 - 2.20		
11. House Special Soup	1.15 - 2.20		
12. Seafood Soup	1.15 - 2.20		
13. Wonton Special	1.15 - 2.20		
14. Wide Rice Noodle Soup (No Chop Noodle)	1.15 - 2.20		
15. House Special Chop Sui	1.15 - 2.20		
16. Shrimp Egg Roll (1) w/ Veg. Egg Roll (1)	1.10 - 1.20		
17. Shrimp Egg Roll (2)	1.10 - 1.20		
18. Shrimp Toast (2)	2.80 - 2.90		
19. Fried Chicken (12) with Sauce	2.80 - 2.90		
20. Fried Chicken Wings (10)	2.80 - 2.90		
21. Fried Fried Chicken (1)	1.10 - 1.20		
22. Fried or Steamed Dumplings (10)	2.70 - 2.80		
23. Beef Pork Chop	2.80 - 2.90		
24. B.B.Q. Spare ribs	10.50 - 11.40		
25. B.B.Q. Spare ribs (10)	5.25 - 10.10		
26. Fried Chicken Wontons	4.00 - 4.10		
27. B.B.Q. Beef Ribs (10) or Chicken Stick (10)	1.00 - 1.10		
28. Pan-Fried Wontons w/ Sauce	4.00 - 4.10		
29. Vegetable Dumplings (10)	4.20 - 4.30		
30. Pig 'n' Pea (10)	2.20 - 2.30		
31. Beef Fried Rice	3.80 - 3.90		
32. Shrimp Fried Rice	3.80 - 3.90		
33. Beef Fried Rice	3.80 - 3.90		
34. Chicken Fried Rice	3.80 - 3.90		
35. Vegetable Fried Rice	2.80 - 2.90		
36. House Special Fried Rice	4.10 - 4.20		
37. Lobster Fried Rice	5.50 - 10.80		
38. Crab Meat Fried Rice	3.50 - 4.80		
39. Young Chew Fried Rice	3.80 - 3.90		
40. Chicken Chow Mein (10)	4.00 - 4.10		
41. Feast Pork Chow Mein	3.80 - 3.90		
42. Vegetable Chow Mein	2.70 - 2.80		
43. Shrimp Chow Mein	4.00 - 4.10		
44. Beef Chow Mein	3.50 - 4.80		
45. Szechuan Chicken Chow Mein	3.50 - 4.80		
46. Szechuan Shrimp Chow Mein	4.10 - 4.20		
47. House Special Chop Sui	3.50 - 4.40		
48. Vegetables Chop Sui	2.90 - 5.40		
49. Fresh Pork Chop Sui	2.20 - 4.40		
50. Feast Pork Chop Sui	3.20 - 4.40		
51. Beef Chop Sui	2.80 - 2.90		
52. Shrimp Chop Sui	4.10 - 4.40		
53. Chicken Chop Sui	3.50 - 4.40		
54. House Special Chop Sui	3.50 - 4.40		
55. Feast Pork Lo Mein or Veg. Lo Mein	3.20 - 4.40		
56. Beef Lo Mein	3.40 - 3.70		
57. Chicken Lo Mein	3.20 - 4.80		
58. Shrimp Lo Mein	4.20 - 4.80		
59. Lobster Lo Mein	5.40 - 11.20		
60. House Special Lo Mein	4.20 - 4.80		
61. Cold (Hot) Noodles w/ Sesame Sauce	3.40 - 3.50		
62. Chicken or Beef w/ Broccoli & Lo Mein	4.20 - 4.80		
63. Crab Meat Lo Mein	3.40 - 3.70		
64. Plain Lo Mein	2.90 - 4.40		
65. Sweet & Pungent Chop Sui	3.50 - 4.40		
66. Sweet & Pungent Shrimp	4.20 - 4.80		
67. Sweet & Pungent Chicken	3.40 - 3.70		
68. Triple Sweet & Pungent	4.20 - 4.80		
69. Feast Pork Egg Foo Young	4.00 - 4.10		
70. Shrimp Egg Foo Young	4.00 - 4.10		
71. Chicken Egg Foo Young	3.20 - 3.30		
72. House Special Egg Foo Young	4.00 - 4.10		
73. House Special Egg Foo Young	4.00 - 4.10		
74. Vegetable Egg Foo Young	4.00 - 4.10		
75. Feast Pork w/ Broccoli	4.10 - 4.80		
76. Feast Pork w/ Snow Peas	4.10 - 4.80		
77. Feast Pork w/ Chinese Vegetables	3.80 - 3.90		
78. Feast Pork w/ Mushrooms	4.10 - 4.80		
79. Feast Pork w/ Green Peppers	4.10 - 4.80		
80. Feast Pork w/ Bean Sprouts	3.80 - 3.90		
81. Feast Pork w/ Black Bean Sauce	4.00 - 3.70		
82. Feast Pork w. Mixed Vegetables	4.20 - 4.30		
83. Feast Pork w. Almond Dreg	4.00 - 3.70		
84. Beef w. Broccoli	4.25 - 4.30		
85. Pepper Steak w. Onion	4.25 - 4.30		
86. Beef w. Broccoli	4.25 - 4.30		
87. Beef w. Chinese Vegetables	4.25 - 4.30		
88. Beef w. Snow Peas	4.10 - 4.80		
89. Beef w. Broccoli	4.25 - 4.30		
90. Beef w. Bean Sprouts	4.20 - 4.30		
91. Beef w. String Beans	4.25 - 4.30		
92. Beef w. Black Bean Sauce	4.25 - 4.30		
93. Beef w. Pepper and Tomatoes	4.25 - 4.30		
94. Beef w. Mixed Vegetables	4.25 - 4.30		
95. Beef w. Black Bean Sauce	4.25 - 4.30		
96. Beef w. Pepper and Tomatoes	4.25 - 4.30		
97. Beef w. Mixed Vegetables	4.25 - 4.30		
98. Chicken w. Broccoli	4.10 - 4.80		
99. Chicken w. Snow Peas	4.20 - 4.30		
100. Chicken w. Black Bean Sauce	3.90 - 3.60		
101. Chicken w. String Beans	4.10 - 4.80		
102. Chicken w. Black Bean Sauce	3.90 - 3.60		
103. Chicken w. Pepper and Tomatoes	4.10 - 4.80		
104. Chicken w. Bean Sprouts	3.50 - 3.80		
105. Chicken w. String Beans	4.10 - 4.80		
106. Chicken w. Mixed Vegetables	4.20 - 4.30		
107. Chicken w. Lobster Sauce	3.90 - 3.60		
108. Shrimp w. Lobster Sauce	5.00 - 5.00		
109. Shrimp w. Broccoli	5.20 - 10.40		
110. Shrimp w. Chinese Vegetables	5.00 - 5.00		
111. Shrimp w. Snow Peas	5.20 - 10.40		
112. Shrimp w. Black Bean Sauce	4.90 - 5.00		
113. Shrimp w. Bean Sprouts	4.00 - 3.80		
114. Shrimp w. Snow Peas	2.60 - 2.50		
115. Plain Lobster Sauce	5.20 - 10.20		
116. Shrimp w. Snow Peas	5.20 - 10.20		
117. Shrimp w. Pepper and Tomatoes	5.20 - 10.20		
118. Shrimp w. Bean Curd	5.10 - 10.40		
119. Shrimp w. Black Bean Sauce	4.80 - 5.00		
120. Shrimp w. String Beans	5.30 - 10.40		
121. Shrimp w. Mixed Vegetables	5.40 - 10.40		
122. Sautéed & Shrimp w. Black Bean Sc.	5.40 - 10.40		
123. Mixed Veg. w. Sauce w. Garlic Sc.	4.20 - 4.30		
124. Szechuan Bean Curd w. Meat	4.90 - 4.90		
125. Vegetable Spring Roll w. Beef or Chicken	4.80 - 4.80		
126. Beef w. Garlic or Broccoli	3.70 - 3.70		
127. Broccoli & Snow Peas w. Brown Sc.	4.40 - 4.40		
128. Sautéed String Beans w. Beef or Chicken	3.50 - 3.50		
129. Bean Curd w. Oyster Sauce or Garlic Sc.	2.30 - 2.30		
130. Sautéed Bean Sprouts	2.50 - 4.80		
131. Sautéed Beef w. Garlic Sauce or Brown Sc.	2.30 - 2.30		
132. Sautéed Beef w. Garlic	2.50 - 4.80		
133. Sautéed Beef w. Broccoli	4.50 - 4.50		

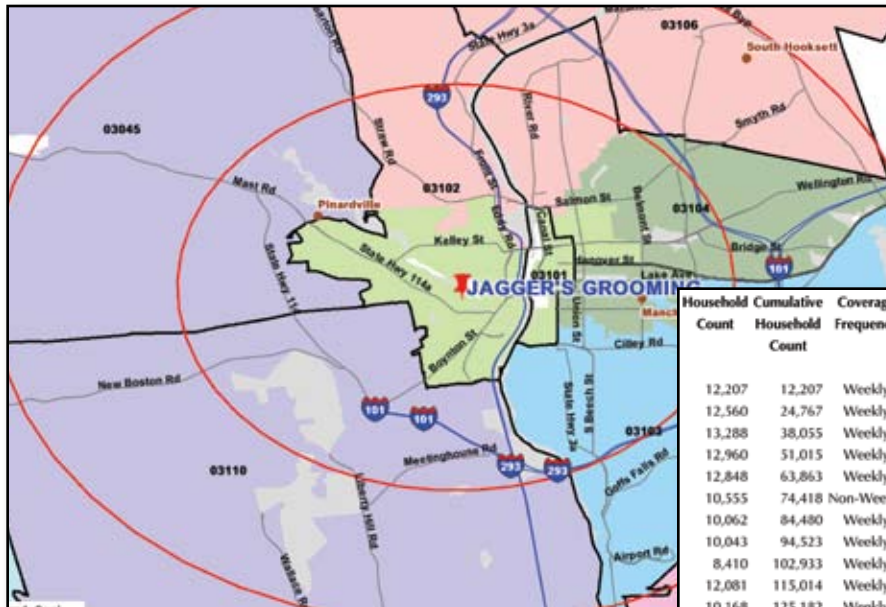
TAKE ADVANTAGE OF OUR MARKETING CAPABILITIES

GEOGRAPHIC TARGETING

SuperCoups will help target your audience within a mile radius that best suits your type of business and gets you the most for your dollars!

Upon request through your Marketing Consultant, Maps and Demographic reports are available.

TRADE AREA MAPS



DEMOGRAPHIC REPORTS

Household Count	Cumulative Household Count	Coverage Frequency	Coverage Delivery	% '07 HHs Families with Related Children Under 18 Y	2007 Median Age of HHr	2007 Median Household Income	2007 Med Owner Occ Housing Units Value,
12,207	12,207	Weekly	M	46.31	48	78,415	281,849
12,560	24,767	Weekly	M	33.36	46	45,440	225,714
13,288	38,055	Weekly	M	28.56	49	57,015	252,192
12,960	51,015	Weekly	M	36.24	49	53,322	205,267
12,848	63,863	Weekly	M	42.17	51	84,210	324,277
10,555	74,418	Non-Weekly	M	42.83	50	74,416	293,431
10,062	84,480	Weekly	M	35.36	50	71,791	285,711
10,043	94,523	Weekly	M	32.14	48	44,428	250,075
8,410	102,933	Weekly	M	31.33	47	53,360	230,617
12,081	115,014	Weekly	N	35.40	51	66,682	308,419
10,168	125,182	Weekly	M	46.49	50	96,996	377,643
9,416	134,598	Weekly	M	49.44	47	71,712	254,914
13,250	147,848	Weekly	M	46.73	48	66,905	265,680
10,881	158,729	Weekly	M	36.11	50	75,215	253,161
15,177	173,906	Weekly	M	29.07	46	39,587	201,822
10,197	184,103	Weekly	M	44.10	49	80,177	258,473
16,140	200,243	Non-Weekly	A	33.34	50	53,991	240,546
				37.84	49	64,537	263,172

7 EASY STEPS TO ADVERTISE WITH US!

At SuperCoups we know you are a busy business owner and we respect your time. We have developed the following seven easy steps to simplify the process of doing business with us. By working together and following these easy steps, we can create your SuperCoups advertisement to best represent your business.

Step 1: Consultation

Call 800-500-1294 to set up an appointment for a consultation.

Step 2: Choose the best product for your advertisement

You may choose from the following sizes:

- 3x8
- 7x8
- 8x11

Also you may choose from the following options:

- Gloss or Bond
- 1 Side or 2 Sides

Step 3: Include Pertinent Information:

- Company Name
- Logo
- Address
- Phone
- Website
- Image/Photos

Step 4: The Offer

Ensure a good return on your advertising campaign by presenting enticing offers or any necessary disclaimers.

Step 5: Submit Your Information Thru Your Marketing Consultant

Step 6: Review Your Proof

You will receive a proof for you to review, typically within 3 business days.

Step 7: Final Copy And Payment

You will receive a final copy for your records. Your Marketing Consultant will review this copy prior to sending it to you to ensure all changes were made per your written instructions.