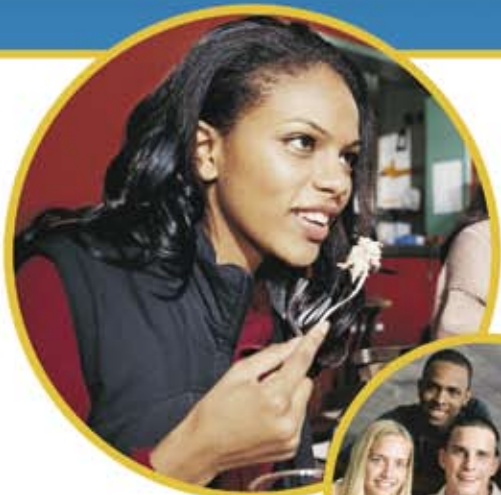


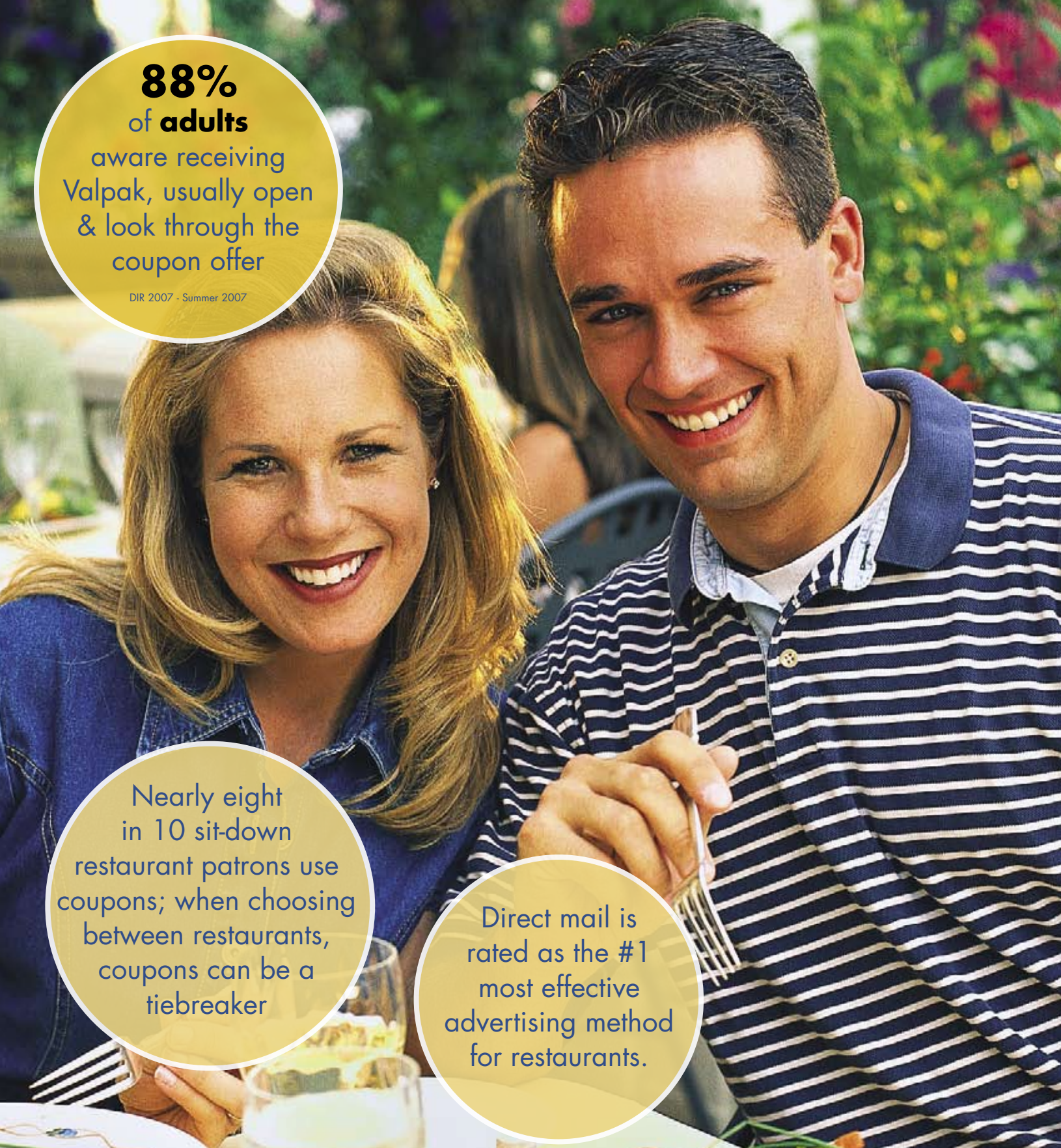


Right now **CONSUMERS** *in your area*
are **THINKING** *about* **WHERE**
to **DINE OUT**



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





88%
of **adults**
aware receiving
Valpak, usually open
& look through the
coupon offer

DIR 2007 - Summer 2007

Nearly eight
in 10 sit-down
restaurant patrons use
coupons; when choosing
between restaurants,
coupons can be a
tiebreaker

Direct mail is
rated as the #1
most effective
advertising method
for restaurants.

COUPONS BRING DINERS IN AND KEEP THEM COMING BACK



VALPAK CONSUMERS SPEND MORE

Valpak households are projected to spend 21% more at full service restaurants than the average household.

\$2,403

\$1,983

Valpak audience is 19% more likely than the average U.S. household to have eaten in an upscale restaurant in the past 30 days.

\$1,754

\$1,606

Source: Research Alert, 2003 Simmons, 2005 *Nation's Restaurant News*, January, 2005 DIR Readership Study, 2007 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 households 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.

Source: 2007 Valpak Readership Survey, Directions in Research, March 2007 *Nation's Restaurant News*, January 2005 Index based on Valpak mailings as of date using Simmons National Consumer Survey Spring 2006 or Scarborough Research, Multi-Market 2006, Release 1 Claritas PRIMZ NE Coded Valpak households.

RESTAURANT OWNERS TRUST VALPAK

Restaurant owners mailed over 2.1 billion offers last year nationally in the blue envelope.

"Valpak always outperforms the local newspaper four to one. It definitely gives me the highest return on my investment and has a great shelf life. I always have a steady stream of coupons coming in."

Alison Carter,
Owner
Domino's Pizza
Issaquah, WA

"We've been in the restaurant business for 23 years and tried other direct mail with poor results. With Valpak, we have experienced excellent customer response, far exceeding our expectations."

Anne Place
Office Manager
Farwell & Friends
Westland, MI

VALPAK IS COST EFFICIENT AND EASY TO USE

- Share mailing costs with other advertisers
- Volume and frequency discounts
- No wasted circulation
- You choose the neighborhoods and quantity to mail to suit your budget
- Quick, no-hassle turnkey programs



THE THREE KEYS

TO GETTING MORE
DINING 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 Dining
advertisers showed they mailed an average of
8 times a year to 2 different mailing areas.

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

Valpak