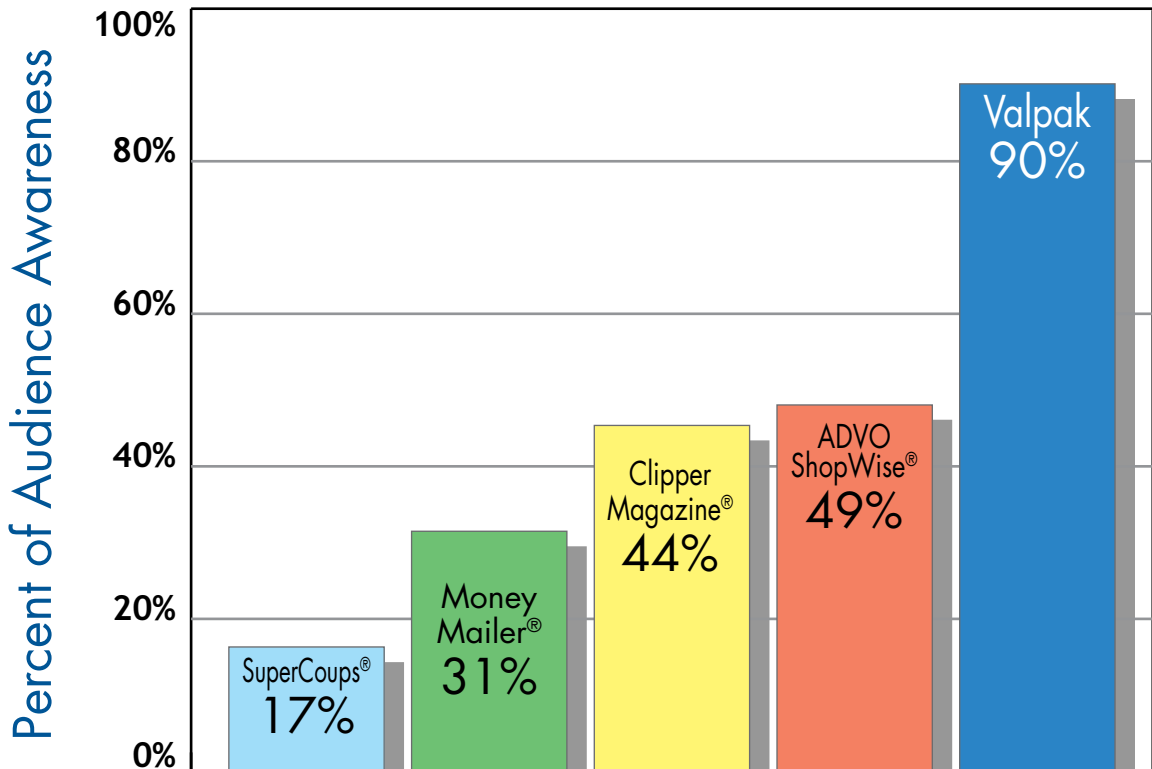




THE DIRECT MAIL BRAND YOUR CUSTOMERS **KNOW** BEST

Valpak® enjoys the highest brand awareness among consumers when compared to other local direct mail competitors.*

Total Audience Awareness by Brand



*Source: Directions In Research, Readership Study, March 2007; Among U.S. adults surveyed who reside in areas Valpak mails.

YOUR BEST CUSTOMERS KNOW THE BLUE VALPAK ENVELOPE

