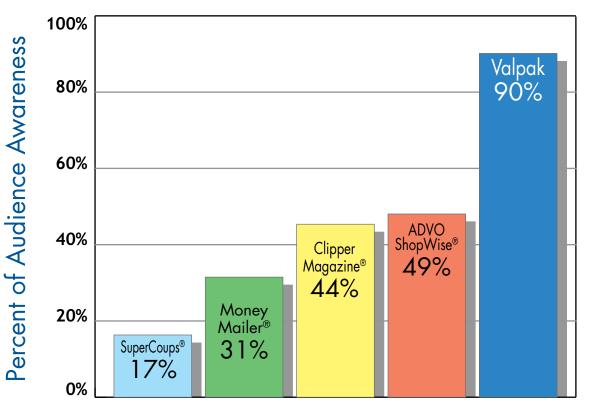
## THE DIRECT MAIL BRAND YOUR CUSTOMERS KNOW BEST

Valpak<sup>®</sup> 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



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