

## Company Facts

- Founded in 1970
- VCI traded on the NYSE since 1992
- 2008 revenue \$2.38 billion
- Valassis Companies include Valassis Direct Mail, Inc.; Valassis Canada; Promotion Watch; Valassis Relationship Marketing Systems, LLC; and NCH Marketing Services, Inc.
- Products and services include shared mail; newspaper-delivered promotions such as inserts, sampling, polybags and on-page advertisements; direct mail; interactive; in-store marketing; direct-to-door advertising and sampling; Internet-delivered marketing; loyalty marketing software; coupon clearing and analytics
- Consumer Brand:



- Blue-chip client base includes leading consumer packaged goods; grocery, mass and drug retail; quick-serve restaurants; specialty retail; direct marketing; financial services; automotive; entertainment; and telecommunication industries on the local, regional and national levels
- Approximately 7,000 associates in the United States, Canada, Mexico, Germany, Italy, Poland, Spain and the United Kingdom
- Headquartered in Livonia, Michigan with locations in 28 states and eight countries

Valassis is one of the nation's leading media and marketing services companies, offering unparalleled reach and scale to more than 15,000 advertisers. Valassis' RedPlum media portfolio delivers the value both advertisers and consumers seek. Our products provide measurable results, a strong return on investment and have a proven track record to drive traffic and move client inventory. RedPlum helps shoppers who want more for their money. As some analysts report signs of an economic upturn, the value-seeking consumer mindset will remain as spending habits have permanently changed.

Led by an experienced, results-oriented management team and 7,000 passionate associates worldwide, the company continues to harness the innovative, entrepreneurial spirit on which it was built nearly 40 years ago. Valassis is widely recognized for its associate and corporate citizenship programs, including its *Have You Seen Me?*<sup>®</sup> missing child program. Approximately 2,000 photos have been featured in this program since 1985 and 1,162 children have been recovered.

### What Sets Valassis Apart in the Industry:

- Uniquely positioned, offering the only national shared mail network of its kind, extensive newspaper distribution and a savings and lifestyle Web site, redplum.com
- Reaching 100 million households each week
- Touching 9 out of 10 U.S. households in the mailbox
- Maintaining the industry's largest database of 13,000 publications
- Delivering value to consumers as a leading partner of newspapers and the United States Postal Service (USPS)
- Celebrating 25 years of partnership with the National Center for Missing & Exploited Children

### Recognition:

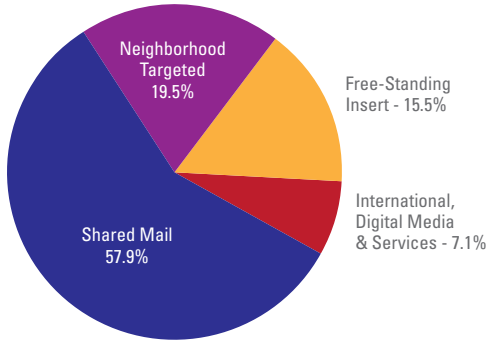
- FORTUNE magazine's "100 Best Companies to Work For" (1998 – 2006)
- FORTUNE magazine's "Hall of Fame" (2005)
- American Advertising Federation (AAF) Mosaic Award for Diversity (2009, 2006)
- The Black Collegian's List of Top 100 Employers (2009)
- *Publishing Executive* and *Printing Impression* magazines Gold Ink Awards (2009-2001, 1998, 1996-1992)
- Ranked 25th on *Advertising Age's* 100 Leading Media Companies List (2008)
- Great Start Collaborative, Award of Excellence (2008)
- USPS Corporate Business Achievement (2008)
- Kaleidoscope of Culture Award (2005)
- Charles B. Wang International Children's Award (2005)
- Web Marketing Association's WebAwards (2007, 2005)
- "Metropolitan Detroit's 101 Best and Brightest Companies to Work For" (2007-2004, 2002)
- "Cool Places to Work" sponsored by *Crain's Detroit Business* (2007, 2005; previously "Best Places to Work in Southeast Michigan" 2003, 2001, 1999)

For more information, please contact:

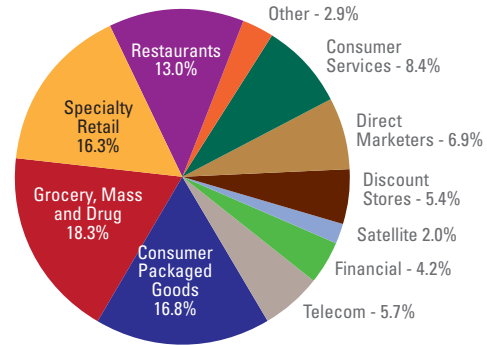
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## 2008 Segment and Client Vertical Diversification

2008 Share of Revenue by Segment



2008 Percentage of Revenue by Client Vertical



Delivering value to consumers – how, when and where they want



### SHARED MAIL

89% of consumers read the mail the moment it is brought into the house.

– USPS Mail Moments, 2004

### NEIGHBORHOOD TARGETED



### RUN OF PRESS (ROP)

65% of newspaper readers believe the newspaper keeps them connected to their community; 64% believe the newspaper is a social part of their lives; 52% believe it makes them smarter.

– RAM & Northwestern University, Summer/Fall 2008



### FREE-STANDING INSERT (FSI)

94% of consumers indicate they use coupons.

– NCH Consumer Survey, 2008

### INTERNATIONAL, DIGITAL MEDIA & SERVICES

#### IN-STORE

98% of consumers shop the store's perimeter.

– Now We See!  
A Study of Shopper Traffic Patterns,  
Sorensen Associates



#### DIRECT-TO-DOOR



#### POLYBAG ADVERTISING SAMPLES

#### INTERACTIVE

80% of consumers are redeeming more printable/online coupons in 2009 than in 2008.

– RedPlum survey, September 2009



#### PREPRINTED INSERTS

55.4% of newspaper readers have read a preprinted insert in the last 30 days; 44.8% in the past seven days.

– Lee Audience Report, October 2008