

Valpak® NATIONAL PROMOTIONS 2009



Travel Channel Man v. Food

Out of plant dates **12/15/08-1/23/09**

- Hop aboard as Valpak® joins with the Travel Channel's new show *Man v. Food*. Host Adam Richman will travel the country in search of the best places to do some serious indulging, and will participate in that region's toughest food challenge. National TV ads will let viewers know to watch *Man v. Food* every Wednesday and to look for their Valpak envelope to enter the Take it Home Challenge Sweepstakes. One lucky winner has a chance to take home \$5,000 and a total of eight weekly winners have the chance to take home \$250 each.

Cycle 1
U.S. only






HGTV Dream Home

Out of plant dates **1/26/09-2/20/09**

- HGTV, America's leader in home and lifestyle programming, is partnering with Valpak to promote their wildly popular Dream Home Giveaway on The Blue Envelope!® The HGTV Dream Home Giveaway is cable television's largest promotion with massive consumer recognition and appeal. This year, HGTV viewers and Valpak consumers will look to their Valpak envelope for savings and a chance to walk away with the home of their dreams, located in the beautiful wine country of Sonoma Valley, California.

Cycle 2
U.S. only







Food Network Diners, Drive-Ins and Dives

Out of plant dates **2/23/09-3/20/09**

- The Valpak audience will be hungry for savings when Valpak hits the road with Food Network's show *Diners, Drive-Ins and Dives* and host Guy Fieri as he visits local hot-spots in search of the best food in America. Advertisers will want to be a part of this exciting promotion, as Food Network serves up the right content to engage consumers with our product and the ads inside.

Cycle 3
U.S. & Canada



Wheel of Fortune

Out of plant dates **3/23/09-4/17/09**

- Take a spin with Valpak this month, as The Blue Envelope features one of the top-rated syndicated game shows, Wheel of Fortune, and an exciting corresponding sweepstakes that will reward Valpak readers who tune into the show. Advertisers will want to be in Valpak when hosts Pat Sajak and Vanna White remind viewers that they could save a fortune, by looking for their Valpak envelope which always has savings on the best businesses and services in town.

Cycle 4
U.S. & Canada








Stamp Out Hunger

Out of plant dates **4/6/09-5/1/09**

- For the sixth consecutive year, Valpak is a proud supporter of the Stamp Out Hunger campaign, the largest one day food drive in the country, sponsored by the National Association of Letter Carriers. Helping a great cause like Stamp Out Hunger is always satisfying, but it can be rewarding too. Valpak advertisers can raise their profile in their local communities by supporting this national charitable event or by offering discounts on products that support the cause. Everyone wins when they give back to their communities.

Cycle 4/5 - Featured on the address side
U.S. only







The Insider

Out of plant dates **4/20/09-5/22/09**

- Your offers will receive added attention this month, when Valpak partners with *The Insider*, the industry leader in entertainment news, to excite an upscale-consumer audience! From up-to-the-second celebrity news and exclusives to fashion trends, *The Insider* and host Lara Spencer deliver all the news and entertainment Valpak consumers crave every day of the week! Advertisers will want to be inside The Blue Envelope when it is featured during the show to take advantage of the added spotlight exposure for their businesses.

Cycle 5
U.S. & Canada


WEtv Amazing Wedding Cakes

Out of plant dates **5/26/09-6/19/09**

- Valpak invites advertisers to go bridal this month, as the The Blue Envelope partners with WEtv for our third bridal promotion. Join the excitement as Valpak reunites with WEtv to promote a new season of bridal shows that are highly appealing to our audience's interests. An exclusive sweepstakes on the envelope, along with nationally-aired TV commercials will engage and excite consumers to look for their Valpak envelope filled with great savings from our advertisers.

Cycle 6
U.S. only





Every month is a great month to advertise with Valpak.

Advertisers can be assured that their offers will be seen because our consumers rely on Valpak for value, savings and the excitement of our popular monthly promotions!

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Food Network

Out of plant dates **6/22/09-7/17/09**

- This summer, Food Network is turning up the heat on The Blue Envelope. Increased attention will be on the menu when national television spots stir our audience to look for their Valpak envelope for savings and a chance to win great prizes. Valpak and Food Network are sure to deliver the savings, food, and fun the Valpak audience is looking for during this sizzling promotion.



Cycle 7
U.S. only



HGTV

Out of plant dates **7/20/09-8/21/09**

- HGTV, America's leader in home and lifestyle programming returns to The Blue Envelope to excite and inspire home aficionados and Valpak consumers. Expect this promotion to attract a lot of attention when television spots airing throughout the promotion on HGTV encourage millions of viewers to look through their Valpak envelope for savings and a chance to enter an exclusive sweepstakes.



Cycle 8
U.S. only



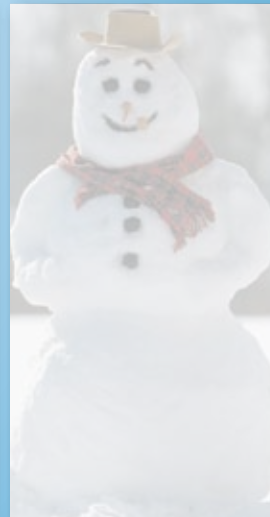
CBS

Out of plant dates **8/24/09-9/18/09**

- Valpak brings star power back to The Blue envelope this fall when CBS, the top-rated broadcast TV network, promotes the savings in Valpak and their fall television line-up. Everyone will be looking forward to a fresh lineup of shows and for their Valpak envelope, for great money saving offers and to take part in an exclusive sweepstakes.



Cycle 9
U.S. only



TBA

Out of plant dates **9/21/09-10/16/09**

- Another great promotional opportunity for Valpak advertisers is in the works, designed to focus consumer attention on your marketing message. Make plans to be part of the excitement, by reserving your space now.

Cycle 10
U.S. & Canada



The Martha Stewart Show

Out of plant dates **10/19/09-11/13/09**

- The Martha Stewart Show is returning to The Blue envelope this November with another exciting sweepstakes. Martha's ideas inspire millions of viewers who are passionate about cooking, gardening, entertaining, and crafts. In addition to sharing recipes and other great tips, she will let her viewers know that the best place to find savings on everyday needs and those special holiday projects is the Valpak envelope.



Cycle 11
U.S. & Canada



TBA

Out of plant dates **11/16/09-12/11/09**

- Another great promotional opportunity for Valpak advertisers is in the works, designed to focus consumer attention on your marketing message. Make plans to be part of the excitement, by reserving your space now.

Cycle 12
U.S. & Canada



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