



- Founded in 1970
- Public company since 1992 traded on the NYSE under VCI
- Headquartered in Livonia, Michigan, with 25 production and manufacturing facilities and sales offices
- Approximately 4,000 employees in the U.S., Canada, Mexico, France, Germany, Italy, Spain, the United Kingdom and China
- 2005 revenue of \$1.131 billion
- Products and services include newspaper-delivered promotions and advertisements such as inserts, sampling, polybags and on-page advertisements; direct-to-door advertising and sampling; direct mail; Internet-delivered marketing; loyalty marketing software; coupon and promotion clearing; and program planning and analytic services
- Clients include consumer packaged goods manufacturers, retailers, direct marketers, grocers, franchise retailers and telecommunication, automotive and technology companies – Business with 94 of *Ad Age's* 100 Leading U.S. Advertisers
- Subsidiaries include NCH Marketing Services, Inc., Promotion Watch, Inc., Valassis Canada, and Valassis Relationship Marketing Systems, LLC (VRMS)
- Recognition includes FORTUNE magazine's "100 Best Companies to Work For" for nine consecutive years; *IndustryWeek's* "50 Best Manufacturing Companies"; and *Selling Power* magazine's "Top 50 Best Companies to Sell For"
- Key employee values are accountability, adaptability, collaboration, external focus, innovation, integrity, positive attitude and risk-taking
- Web site is www.valassis.com

- Founded in 1929
- Public company since 1986; traded on the NYSE under AD
- Headquartered in Windsor, Connecticut, with 24 production facilities and 33 sales offices
- Approximately 3,900 employees in the U.S. and Canada
- 2005 revenue of \$1.386 billion
- Products and services include direct shared and solo mail solutions; targeting, database and analytic services; print media optimization; list creation and marketing
- Clients include grocery, quick serve restaurants, home furnishings, telecommunication, satellite, mass merchants and retail drug – 17,000 nationwide
- Subsidiaries include SuperCoups, Mail Marketing Systems, Inc., New Jersey Shopper and First Avenue (Canada)
- Widely honored for the success of the "Have You Seen Me?" Missing Child Card program, including the National Center for Missing and Exploited Children's prestigious Charles B. Wang International Children's Award; "Connecticut's Best" Award
- Key employee values include client focus, integrity, respect, teamwork and leadership
- Web site is www.advo.com





Combined Company

- The world's largest media services solutions provider, offering the most comprehensive product and customer portfolio in the industry
- 2005 combined revenues: approximately \$2.6 billion
- Leadership:
 - Alan F. Schultz – Chairman, President & Chief Executive Officer
 - Robert L. Recchia – Chief Financial Officer
- Locations:
 - Global headquarters in Livonia, Michigan
 - 49 facilities in the U.S. and in eight other countries
- 7,900 employees
- Extensive media reach of:
 - Over 60 million households weekly in more than 830 newspapers
 - 67 million households weekly with shared mail distribution; up to 114 million households monthly
 - 50 million households with direct-to-door capabilities
 - 50 million consumers in frequent shopper database
 - 12,000 stores via in-store capability
- Customer Base:
 - 20,000 advertisers worldwide, including 94 of the top 100 U. S. advertisers and 89 of the top 100 global advertisers
 - Diversified in consumer packaged goods, grocery, mass and drug retail, quick serve restaurants, specialty retail, direct marketing, financial services, automotive, entertainment and telecommunication
 - Diverse range of customers and categories, with no single category comprising more than 20% of the new company's business, and no single customer, more than 5%
- Over 700 sales executives across all products
- National production and delivery network of unrivaled scale
- A leading buyer of newspaper media and paper; one of the largest customers of the U.S. Postal Service