

March 2006

Valassis®

Connecting People to Brands™



Our Credentials

- | Established in 1972 in Detroit, MI
- | Quoted on the New York Stock Exchange
- | Employs 4,100 people
- | Annual revenue in excess of \$1 billion
- | Operates Internationally

Italy
Spain
France
Germany
UK
Canada
Mexico
USA
China



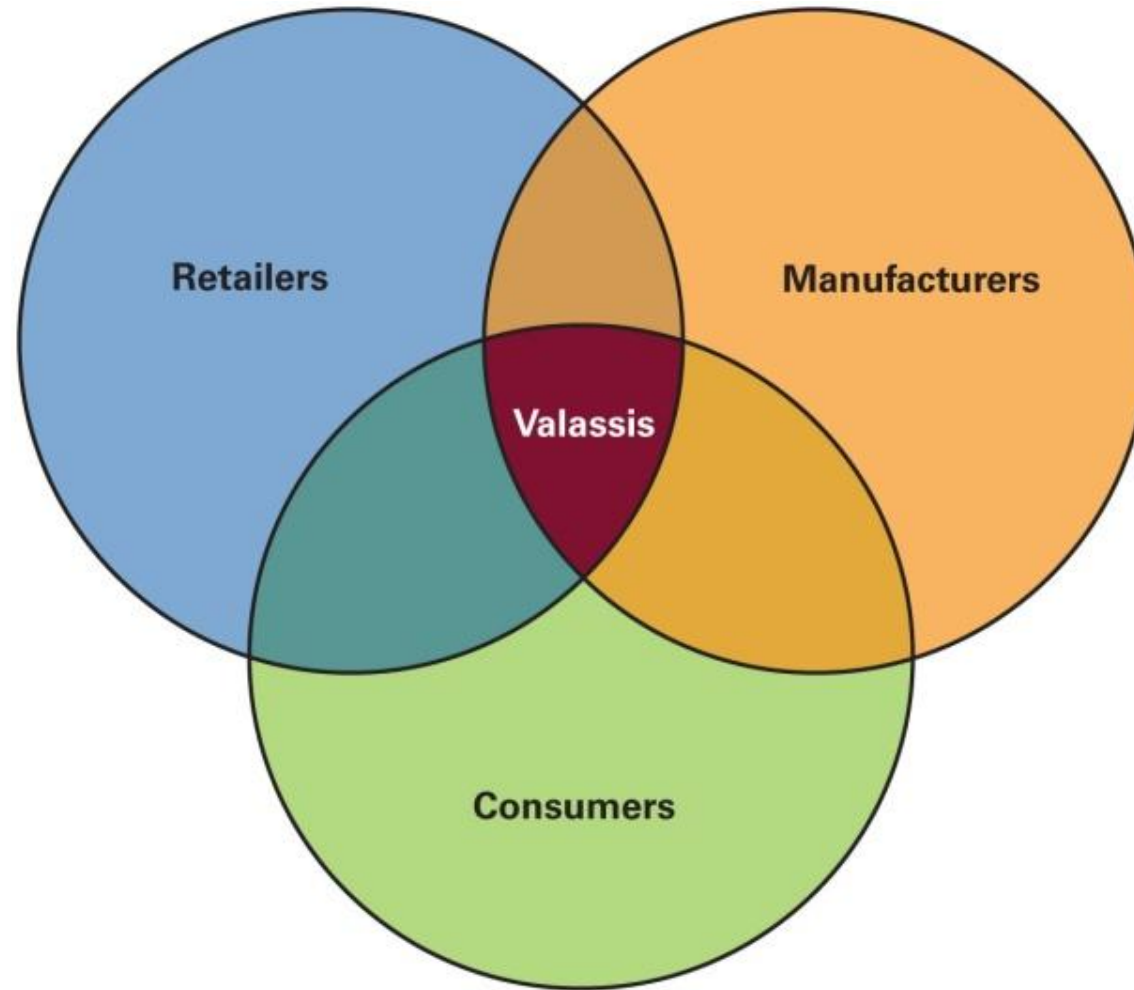
Our Vision

Valassis is an innovative, integrated marketing solutions company focused on customers in a broad range of industries.

- | Specialize in home-delivered promotion and advertising media
- | Our unique differences include:
 - a non-intrusive approach
 - consumers opt-in
 - a value proposition

What We Do

Valassis “connects people to brands”.



Valassis – Connecting People to Brands™

/ Broad Customer Base

We do business with 91 of Advertising Age's list of the 100 leading U.S. advertisers; 87 of the top 100 global advertisers.



Unilever



Our Products



The breadth and depth of our diversified product portfolio positions Valassis to be the leading provider of **Integrated Solutions.**