

National PROMOTIONS

Food Network

Out of plant dates
12/14/09 – 1/25/10

- Top-rated Food Network is returning to The Blue Envelope® to feature one of their newest primetime reality shows that turns 12 everyday people from kitchen zeros into kitchen heroes!



Cycle 1
U.S. only



Who Wants to Be a Millionaire

Out of plant dates
1/26/10 – 2/22/10

- Over 1 million dollars is up for grabs, when The Blue Envelope features the popular, syndicated game show, *Who Wants to Be a Millionaire*, and an exciting "You're In The Hot Seat" sweepstakes.



Cycle 2
U.S. only



The Martha Stewart Show

Out of plant dates
2/23/10 – 3/23/10

- *The Martha Stewart Show* is returning to The Blue Envelope® with an exciting sweepstakes this spring. Be a part of the excitement and rejuvenate your sales this spring by placing a strong offer in Valpak during this promotion.



Cycle 3
U.S. & Canada



HGTV

Out of plant dates
3/30/10 – 4/26/10

- HGTV, America's leader in home and lifestyle programming, is returning to the Valpak envelope with the hit show, *Holmes on Homes*, hosted by Mike Holmes.



Cycle 4
U.S. only



Stamp Out Hunger

Out of plant dates
3/30/10 – 4/26/10

- For the seventh 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.



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



Food Network

Out of plant dates
4/27/10 – 5/24/10

- Food Network will feature their deliciously popular show, *The Next Food Network Star* on The Blue Envelope with an enticing sweepstakes to engage consumers!



Cycle 5
U.S. & Canada



WE Go Bridal

Out of plant dates
5/25/10 – 6/21/10

- Valpak invites advertisers to go bridal, as The Blue Envelope partners with WEtv for our fourth summer bridal promotion.



Cycle 6
U.S. only



National Television Campaign



Local Sponsorship Opportunity

Valpak®

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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National PROMOTIONS

HGTV

Out of plant dates
6/29/10 - 7/26/10

- HGTV appears on The Blue Envelope for the second time this year, with its popular series *Design Star!*

Cycle 7
U.S. only



The Martha Stewart Show

Out of plant dates
7/27/10 - 8/23/10

- Join us this August as we welcome Martha to her new home! All eyes will be on MARTHA when her new season of *The Martha Stewart Show* premieres on the Hallmark Channel starting September 13.

Cycle 8
U.S. only



CBS

Out of plant dates
8/24/10 - 9/21/10

- Valpak brings star power back to The Blue Envelope when CBS, the top-rated broadcast TV network, promotes the savings in Valpak and celebrates the launch of a fresh new season of shows.

Cycle 9
U.S. only



Coming Soon!

Out of plant dates
9/28/10 - 10/25/10

- Another great promotional opportunity for Valpak advertisers is in the works!

Cycle 10



Food Network

Out of plant dates
10/26/10 - 11/22/10

- Top rated Food Network and Sandra Lee, author of the best-selling cookbook, *Semi-Homemade Cooking*, will be cooking up excitement on the envelope this month. Sandra Lee will share her techniques for combining fresh ingredients with specially selected store-bought items and consumers will have a chance to win great prizes!

Cycle 11
U.S. & Canada



Coming Soon!

Out of plant dates
11/23/10 - 12/27/10

- Another great promotional opportunity for Valpak advertisers is in the works!

Cycle 12



National Television Campaign



Local Sponsorship Opportunity

Valpak®

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