

Valpak® 2011 National Promotions

CMT

Out of plant dates
12/28/10 – 1/24/11

This month, The Blue Envelope® will feature CMT's first ever sitcom, "Working Class," and Valpak® will be featured within the show as part of a commercial campaign supporting our partnership. Consumers are sure to hit payday with a chance to instantly win \$500 or enter to win a weekly paycheck of \$1,000!



Cycle 1
U.S. only



Food Network

Out of plant dates
1/25/11 – 2/21/11

Top-rated Food Network is turning up the heat on The Blue Envelope for the return of their popular reality competition series, "Worst Cooks In America," that turns kitchen zeros into kitchen heroes.



Cycle 2
U.S. only



Sandra Lee

Out of plant dates
2/22/11 – 3/22/11

This month we welcome, Sandra Lee, who has a passion for simple solutions that create dramatic results in all areas of home life. She is editor-in-chief of Sandra Lee *Semi-Homemade* magazine, a New York Times best-selling author of 23 books, and internationally acclaimed home and food expert.



Cycle 3
U.S. only



Stamp Out Hunger

Out of plant dates
3/29/11 – 4/25/11

For the eighth 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
U.S. only



CBS

Out of plant dates
4/26/11 – 5/23/11

Valpak brings star power back to The Blue Envelope when CBS, the top-rated broadcast TV network, features their new daytime talk show, "The Talk" and promotes the savings in Valpak!



Cycle 5
U.S. only



WE Go Bridal

Out of plant dates
5/24/11 – 6/20/11

Go bridal this month as The Blue Envelope partners with WE tv for our fifth summer bridal promotion.



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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TNT

Out of plant dates
6/28/11 – 7/25/11

Get in on the action and in the pack this month when The Blue Envelope features TNT and their hit show, *Rizzoli & Isles*. Throughout the promotion, spots on TNT will promote an enticing sweepstakes and remind their viewing audience to look for their envelope for great local savings and a chance to win a shopping spree in New York.



Cycle 7
U.S. only



HGTV

Out of plant dates
7/26/11 – 8/22/11

HGTV and Valpak partner to support *Design Star*, a competition-based program in which one contestant will get their very own show on HGTV and one lucky Valpak winner will get a home improvement prize of their own!



Cycle 8
U.S. only



CBS

Out of plant dates
8/23/11 – 9/20/11

Valpak and CBS celebrate the launch of the new fall television season. The Blue Envelope will feature their newest comedy *2 Broke Girls* and reward a Valpak consumer with a \$5,000 tip.



Cycle 9
U.S. only



Hallmark Channel

Out of plant dates
9/27/11 – 10/24/11

Hallmark Channel returns to Valpak for a second promotion. This fall, Martha Stewart and Emeril Lagasse will be serving up a chance for one lucky consumer to see *The Martha Stewart Show* live in New York and take home *Emeril's Kitchen Essentials*!



Cycle 10
U.S. only



TLC

Out of plant dates
10/25/11 – 11/21/11

New to The Blue Envelope – TLC & *Say Yes To The Dress*. Part fashion show, part bridal story, part family therapy. The show uncovers the hurdles the staff faces to make each bride completely satisfied. An enticing sweepstakes will also ensure one Valpak consumer is also very satisfied.



Cycle 11
U.S. only



Sandra Lee Semi-Homemade

Out of plant dates
11/22/11 – 12/22/11

Sandra's passion for simple solutions creates dramatic results in all areas of home life and with the Valpak audience. Sandra returns to The Blue Envelope to entice consumers yet again with another chance to win big!



Cycle 12
U.S. only



National
Television
Campaign



Local
Sponsorship
Opportunity



Other
Media

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