

The Value of Collaboration



asg.renaissance

Valassis



Think You Know Us?

At Valassis We Understand the Power of Collaboration

Transformation: A marked change in character or appearance, usually for the better.

We've undergone a remarkable transformation from our origins as two separate media services organizations to one fully integrated marketing services company with a sole mission: To deliver value to consumers – how, when and where they want it.

Together, we're Valassis.

Powered by the combined capabilities and strength of Valassis and ADVO, we provide customers with unique, diverse and complete media plans on an unrivaled scale that until now has never existed in the industry.

Our customers value our:

Value Added Services

Fact based decision-making, analytic tools and creative programs to reach the right households (multiple targeting) with the right message (multiple versioning).

Scale and Leverage

Coast-to-coast national reach with household level targeting that allows customers to think globally and execute locally.

Engaging Product Portfolio

Multi-channel media offering the ability to strategically combine shared and solo mail, newspaper, direct-to-door and online and in-store strategies.

Targeted Media Optimization

Single source integrated media planning, placement and analytics, including response and ROI optimization.

Leading Edge Targeting

Our targeting ability now offers our customers the ability to highly target consumer variables from acculturation to purchasing intent.



Fast Facts

Coupons are the number one media influence among Hispanics for:

Grocery Purchases

60%

Dining Out Decisions

43%

Introducing ConGusto

A New Way to Reach Hispanic Consumers

Today, advertisers are seeking better methods to reach Hispanic consumers. At Valassis, not only do we know our products, we understand the importance and value of collaboration. This is why we are partnering with ASG Renaissance to introduce CONGUSTO, a new vehicle to reach Hispanic consumers.

In addition to reaching 4.3 million multi-cultural households via the Valassis RedPlum™ Hispanic FSI, advertisers now have the option of purchasing a “blended” ad featuring promotional space as well as editorial content in a magazine-style format.

FEATURES:

- Controlled delivery. Select Spanish-language newspapers monitored for adherence to quality standards
- Category exclusive
- Preferred placement available for maximum visibility

Valassis is the nation's leading marketing services company. Our mission – to deliver value to consumers how, when, and where they want – is achieved through exceptional targeting insights, results analysis and our unrivaled RedPlum media portfolio. The RedPlum brand appears with great offers in the mail, newspaper, online and in stores and is considered the ultimate source of value for both consumers and advertisers.



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Meet ASG Renaissance

ASG Renaissance is a Hispanic-owned professional services firm with award-winning graphic design and creative capabilities. ASG is working with Valassis to develop new Hispanic advertising vehicles.



Lizabeth Ardisana

Cuban American Lizabeth Ardisana is the principal owner and CEO of ASG Renaissance, a professional services firm with more than 225 employees and seven offices in the U.S. and Canada. An active leader in the Southeast Michigan and Hispanic communities, Lizabeth serves on the board of directors of the Skillman Foundation, Citizen's Bank, Oakwood Hospital and Focus:Hope.



Marvin Winkfield

Marvin Winkfield is a seasoned advertising and marketing executive. His ad agency experience includes key executive positions at McCann Erickson, Leo Burnett, UniWorld, and Carol H. Williams Advertising where his clients included: P&G brands, McDonald's, GM (Buick, GMC, GM card), Honda, Coors, Allstate and Coke. Marvin has also held key marketing positions at KFC, Taco Bell and Southland Corporation.



Brendan Prebo

Brendan Prebo is an experienced communications manager with more than 13 years experience in public relations and integrated marketing communications. Since joining ASG Renaissance in 1994, Brendan has developed and implemented strategic marketing communications programs for a wide range of clients including the National Biodiesel Board, Kettering University and Ford Motor Company.



Ed Chima

Ed Chima brings over 30 years of marketing, communications, and strategic planning experience to ASG. His experience reflects professional services, brand management, and entrepreneurial, start-up roles in consumer packaged goods, automotive, financial services, and new technologies. Ed was a group brand leader at Unilever where he managed a \$400 million portfolio that included Wisk, All, Sunlight and Dove brands. He also helped Unilever turnaround with the successful national launch of a new brand.