Valassis and NCH Timeline

1894
Asa Candler, the druggist who bought the formula and began marketing Coca-Cola gives out handwritten tickets for a free glass of his new fountain drink

1895
C.W. Post distributes first grocery coupon offering a one penny discount on Grape Nuts

1930s
Coupons become very popular in America due to the Depression

1940s
Supermarkets are becoming popular across America and continue the coupon tradition that started in neighborhood groceries

1956
Arthur C. Nielsen Jr. piloted the Nielsen Coupon Clearing House in Chicago – the first clearinghouse dedicated to coupon redemption

1957
Company officially incorporated and established offices in Clinton, Iowa

1960
Nielsen (now known as NCH) entered Canadian market

1962
NCH opened processing facilities in Mexico

1970s
Centralized retailer databases & offer codes with check digits utilized for the first time by NCH to improve accuracy and efficiency

1970
NCH entered European coupon market and established operations in the United Kingdom

1975
NCH established operations in Spain

1978
In another industry first, NCH used OCR coding and data capture systems in Canada for the mechanical reading of offer codes

1980s
First coupon bar code reading system for retailer processing, called SmartScan®, implemented by NCH

1981
NCH established operations in Italy, utilizing an industry first – one-count processing

1984
A.C. Nielsen and its operating units purchased by The Dun & Bradstreet Corp

1992
NCH rolled out PROCESS 2000™, revolutionizing coupon data capture & reporting flexibility

1997
NCH merged with NuWorld Marketing Limited

1998
- PPM America took significant equity position in NCH
- NCH established operations in France
- NCH founded eSettlement, a trade funds management solution

2002
NCH established operations in Germany

Valassis

1970
George F. Valassis & Company founded

1972
First Valassis cooperative free-standing insert published

1983
- Second printing facility added in Durham, N.C.
- Promotion Watch, a consulting service for our clients' promotion security needs, introduced

1985
Third printing facility built in Wichita, Kansas

1986
- On-page newspaper advertising division added with purchase of Newspaper Co-op Couponing
- Australian Consolidated Press, a subsidiary of Consolidated Press Holdings (CPH), purchased Valassis

1989
Valassis Impact Promotions, a specialty print promotions operation, began

1992
- 22.1 million shares of common stock on the New York Stock Exchange issued in initial public offering; CPH retained 49% ownership
- Specialty FSI introduced in rural communities

1993
- First-time recognition in "100 Best Companies to Work for in America"
- Newspaper sampling acquisition from the Newspaper Association of America and the Chicago Tribune

1995
McIntyre & Dodd purchase expanded reach to Canadian market

1997
Through secondary public offering, CPH sold its interest in Valassis, making VCI an independent public company

1998
Valassis Promociones, a fulfillment group in Mexicali, Mexico, acquired

1999
Relationship Marketing Group, Inc. (RMG) investment provided retail-sponsored direct mail promotions

2000
- Valassis Relationship Marketing Systems, LLC (VRMS) formed
- Direct-to-door sampling business acquired
- Minority investment made in Coupons, Inc.
- PreVision Marketing®, LLC, a leading customer relationship marketing firm, acquired

2002
- Sales initiative launched Hispanic FSI
- Increased ownership in VRMS to 88%

2003
Valassis purchases NCH Marketing Services, Inc.

FUTURE
To be an innovative, integrated marketing solutions company focused on customers in a broad range of industries