



Press Release

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Savings Doesn't Have to be Over Zealous, it is Within Everyone's Reach 14th Annual National Coupon Month Observance in September Celebrates Today's Saver

NEW YORK, Sept. 1, 2011 -- Continued interest in coupons and savings has caused consumers to make significant changes to their shopping patterns, which have now become an integral part of each shopping trip. Savings is within everyone's reach and is celebrated during National Coupon Month, recognized throughout September for the 14th consecutive year.

In total, consumers saved \$2 billion in the first six months of 2011, according to the U.S. Mid-year 2011 CPG Coupon Facts Report, released by NCH Marketing Services, Inc. This savings is a 17.6% increase from the comparable period in 2009 when CPG marketers began offering more coupons during the depths of the economic downturn. Â

Marketers, retailers and consumer packaged goods (CPG) manufacturers today provide a multitude of offers in the marketplace reaching their target audiences both in print and digitally, making it easy for shoppers to take advantage of deals. Couponing has come a long way from 1887, when John Pemberton, a pharmacist from Atlanta, who created the recipe for the syrup used to make Coca-Cola, distributed the first coupons â€“ a handwritten card to encourage people to try the new drink for free.

"Coupons have become a universal savings tool and Americans are seeking out coupons, savings and deals more than ever," said **Bonnie Carlson, PMA President**. "Managing deals and savings doesn't have to be daunting â€“ shoppers have to figure out what works best for them. For new coupon users, start with collecting coupons for the items you use most frequently. Clip print coupons and search for online coupons as well. Saving money is easy and has become routine for many shoppers."

The Promotion Marketing Association (PMA) launched its first National Coupon Month campaign in 1998, aimed at increasing coupon usage and heightening awareness. Today's shopper is much different from when the campaign began, and has made savings with coupons a part of her shopping routine. In fact, according to the 2011 RedPlum Purse String Study of over 23,300 respondents, 77% said they save \$11 or more each week, compared to 67% in 2010. Â Additionally, 77% say they use the money they save with coupons on basic necessities, a 20% increase from the prior year.

"Today's shoppers are impacted by their own personal financial situation and rely on the value coupons bring," said **Charlie Brown, NCH Vice President of Marketing and member of PMA's Board of Directors**. Â "Once they have seen the results of their savings and how all of the dollar-off coupons and percentage-off savings can add up, and how these savings can be achieved with ease, they are not willing to go back to their previous buying behaviors."

Seventy-eight percent of respondents to NCH's 2010 Annual Consumer Survey report using coupons regularly, up 14.7 share points from pre-recession levels, and a third said that they used more coupons in 2010 than the prior year. Additional findings of this survey indicate:

- 31% of consumers say they have become more careful about bringing their coupons to the store.
- 25% report that they are clipping more coupons due to their personal economic situation.
- Among those consumers who reported using more coupons than the prior year, the largest share in 2009, 37.4%, explained their reason for doing so was to stretch a limited grocery budget out of necessity.
- Once consumers adopt these frugal habits, they quickly discover that they like the feeling of saving money.

Adopting even a few new habits into your daily routine can mean big savings each year. For example:

- Make a shopping list: Use your grocer's circular to capitalize on their weekly savings. Pair with coupons.
- Start small: Focus your efforts on searching for and using the offers that are most relevant to you, and on things you use most.
- Stock up on staples: Check out the deals and coupons and stock up on non-perishables at the sale price.
- Use a coupon organizer: Sort coupons and keep it with you at all times for those "unplanned" shopping trips. Also, organize your coupons in the order that you shop the store for quicker savings trips.
- Coupon codes: Coupon codes save consumers dollars or percentages off on everything from clothing to restaurants to toys, books and movies to entertain your children. Search for coupon codes when making an online purchase.

For the second year, in celebration of National Coupon Month redplum.com, one of the fastest growing online coupon and value lifestyle sites, is offering high-value deals each day throughout September. As part of its "Dash for Deals" campaign, one deal a day beginning Sept. 1 will be hosted on a special www.redplum.com/dash page featuring printable coupons, coupon codes or samples. Quantities per day will be limited, so visitors must visit often to download that day's deal. Participating advertisers range from food, health and beauty care, online services and more.

For more information about coupon usage, coupon savings tips and more, visit www.nationalcouponmonth.org.

About the PMA

Promote. Motivate. Accelerate

The PMA is the national non-profit trade association dedicated to the industry of marketing disciplines that motivate behavior, activate response and build brands. Representing \$750 billion in sales, these disciplines include promotion marketing, digital marketing, shopper/retailer marketing, sponsorship and experiential marketing. Â Founded in 1911, the PMA has championed this industry through its combination of research, education, advocacy, and collaboration opportunities. The organization's membership is comprised of Fortune 500 companies, top marketing agencies, law firms, retailers, service providers and academia, representing thousands of brands worldwide. Â The PMA is headquartered in New York City with its affiliate, the PMA Educational Foundation, Inc.

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