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NCH Announces Availability of New SSAE 16 Reports

In the Wake of New Accounting Standards, Company Reaffirms Commitment to Providing Clients With Independent Validation of Its Controls

[Deerfield, IL] January 18, 2012 – NCH Marketing Services, Inc., a leader in protecting promotional fund transfers between trading partners, today announced the availability of its new SSAE 16 (Statement on Standards for Attestation Engagements No. 16) Type II reports. SSAE 16 is a relatively new standard that provides the authoritative guidance for service organizations like NCH to disclose their control systems and processes to their clients and their clients' auditors.

NCH's SSAE 16 reports – one covering NCH's Manufacturer Coupon Services and the other covering its Retailer Coupon Services – were issued after an extensive six-month examination by PricewaterhouseCoopers, which covered more than 200 NCH control activities and each of NCH's Mexico processing facilities. The controls that were tested included processing, financial reconciliation, billing, security and information systems contingency controls.

Since 2001, NCH has provided its clients with independent validation of its controls. Previously, this validation was provided under the Statement on Auditing Standards No. 70 (SAS 70). However, recognizing the need for an updated standard that was more in line with international accounting standards, the American Institute of Certified Public Accountants (AICPA) replaced the SAS 70 standard with SSAE 16 as of June 15, 2011. As such, SSAE 16 now provides the authoritative guidance for examining and assessing the controls of service organizations that provide financial transaction processing.

“With nearly \$4 billion in promotional funds transacted annually between trading partners via the coupon redemption cycle, we have always felt that all settlement suppliers should demonstrate they were employing effective controls,” said Mark Dennis, Senior Vice President and General Manager of NCH's U.S. Coupon Services. “That's why we were the first coupon settlement provider to begin providing clients with annual

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SAS 70 reports. And, that's why we are now the first coupon settlement provider to announce compliance with the new SSAE 16 standard."

As of this release, NCH's SSAE 16 Type II reports are available, upon request, to the internal audit departments of NCH's manufacturer and retailers clients. The report for NCH's Retailer Coupon Services is also available for review by manufacturers who have authorized one-count coupon processing from NCH's Retailer Coupon Services.

"We strongly encourage our clients to carefully review the contents of these reports – both to understand the controls that are protecting their coupon-related transactions and to verify for themselves that the reports are sufficiently broad in scope," said Sam Blodgett, NCH's Compliance and Audit Manager. "History has repeatedly shown that it is dangerous for retailers and manufacturers to make assumptions about the controls and practices of their coupon settlement providers. And, with value-conscious consumers redeeming hundreds of millions of additional coupons, the stakes have become even higher."

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About NCH

NCH Marketing Services, Inc. is a global leader in business solutions for the redemption, settlement and analysis of promotion offers. NCH is a Valassis Company (NYSE: VCI). Many of the world's largest companies trust NCH to protect the financial integrity of more than \$4 billion in annual promotional funds transfers between trading partners across the globe. Being the coupon agent of choice for leading retailers and manufacturers is a position NCH has earned for more than five decades through an unwavering commitment to quality, integrity and advanced technology.