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CONTACT: Chris Hayes/Staci Weiner
G.S. Schwartz & Co. Inc.
212-725-4500 ext. 312/328
chayes@schwartz.com
sweiner@schwartz.com

**SAVINGS FOR ALL AGES: STATS SHOW YOUNG ADULTS
EMBRACING COUPON USAGE**

*Promotion Marketing Association Coupon Council Celebrates
National Coupon Month in September*

NEW YORK, NY (September 6, 2007) – The Promotion Marketing Association (PMA) Coupon Council unveiled data today that shows that 71% of people between the ages of 18-24 use coupons when purchasing a product or service. Coupon clipping is a time-honored ritual that saves Americans billions of dollars annually on grocery, healthcare and household items. In fact, the Promotion Marketing Association (PMA) Coupon Council reports that “coupon clippers” represent 86 percent of the overall U.S. population up 10% from 2006. Each year, the PMA designates September as National Coupon Month, and reminds consumers of all demographics of the many saving opportunities available with coupons.

“It shouldn’t be surprising that a younger generation embraces coupons to the extent the data suggests,” says Charles Brown, Co-Chair of the PMA Coupon Council. “Whether it’s being on their own for the first time or starting out in the job force, coupons play a valuable role in helping this segment of the population achieve their goals for all the products and services they desire.”

PMA Coupon Council Co-Chair Matthew Tilley adds, “National Coupon Month reminds us of the breadth of industries that provide coupons and the value they present to people of all ages.”

Some remarkable data on coupon usage of 18-24 year olds from BIGresearch's July 2007 Simultaneous Media Survey (SIMM10) include:

- Coupons are more influential in purchase decisions to 18-24 year olds in four out of the eight retail categories measured than the general population, including:
 - Electronics (37% vs. 23%)
 - Apparel/Clothing (31% vs. 24%)
 - Car/Truck (11% vs. 8%)
 - Telecom Services (9% vs. 7%)
- 54% of 18-24 year olds were influenced to purchase a grocery product (food/cleaning/beauty) because of a coupon.
- 46% of 18-24 year olds were influenced to eat a particular restaurant because of a coupon.
- 37% of 18-24 year olds were influenced to purchase a particular electronics product as a result of a coupon.

Basic Coupon Facts

- 86% of the United States population uses coupons.
- Shoppers saved approximately \$2.6 billion last year by using manufacturer's coupons.
- The typical manufacturer's coupon was worth \$1.15 savings in 2006.
- Coupon users report an average of 11.5% savings on their grocery bill with coupons.
- Manufacturers offered approximately \$330 billion in coupon savings in 2006.

Some tips that the PMA Coupon Council suggests to help young adults and all ages maximize coupon usage include registering on rewards and coupon program web sites to access exclusive "members-only" coupons; look for coupons in the Sunday newspaper, coupon books, in magazines, in your mailbox, at the grocery store shelf, on the Internet and with your cash register receipts; and organize your coupons in the order that you shop the store for quicker savings trips. For more coupon clipping tips visit:

www.couponmonth.com.

About the PMA Coupon Council

Founded in 1994, the PMA Coupon Council is an advocacy group for coupons within the Promotion Marketing Association. The group focuses on providing education on, and promoting the use of, couponing among manufacturers, retailers and consumers.

About the PMA

Established in 1911, the Promotion Marketing Association, Inc (PMA) is the premier not for profit organization and resource for research, education and collaboration for marketing professionals. Representing the \$400+ billion promotion marketing industry, the organization is comprised of Fortune 500 companies, top marketing agencies, law firms, retailers, service suppliers and academia, representing thousands of brands worldwide. Championing the highest standards of excellence and recognition in the promotion and integrated marketing industry globally, PMA's objective is to foster a better understanding of promotion and integrated marketing and its role in the overall marketing process. The PMA is headquartered in New York City with its affiliate, the PMA Educational Foundation, Inc. For more information visit <http://www.pmalink.org>, e-mail pma@pmalink.org, or call (212) 420-1100.

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