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## **NCH and Promotion Support Services Announce Alliance** ***Partnership to Help Clients Achieve More With Promotional Dollars***

**[Deerfield, IL] March 6, 2007**—NCH Marketing Services, Inc., a Valassis company (NYSE: VCI), and Promotion Support Services, Inc. (PSS) announced today that the two companies have formed a business alliance.

The alliance establishes PSS as the recommended supplier to NCH clients for specialized data entry and promotional fulfillment services, such as rebate processing, sample fulfillment and direct marketing response processing. Through the alliance, NCH's manufacturer and retailer clients have the opportunity to benefit from a wider range of high-quality, well-controlled, outsourced promotional services.

"We are delighted to be working with NCH," said David Bender, president and CEO for PSS. "Their focus on delivering consultative service and secure financial controls aligns well with PSS' own dedication to client service and data security. PSS is experienced at handling diverse and highly customized promotional offers. We also maintain an enhanced data security environment – the kind of environment that is quickly becoming a necessity for companies with access to large quantities of sensitive consumer information."

"In today's fast-paced promotional environment, our clients require trusted solutions that are readily at hand," said Laura Yarashus, NCH's vice president of product management. "The alliance between NCH and PSS is an optimal solution to help clients protect and achieve more with their promotional dollars. PSS is a company that provides the quality, data security and flexibility necessary to meet our clients' stringent fulfillment needs.

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“This alliance makes it easier and more convenient for our clients to satisfy the breadth of their consumer promotion needs,” continued Yarashus. “At the same time, NCH can remain focused on what it does best – helping manufacturers and retailers eliminate waste and control risk in the coupon redemption process.”

By aligning their services, NCH and PSS hope to make it more convenient for manufacturers and retailers to achieve more with their consumer promotions. NCH account representatives stand ready to assist NCH clients in making contact with PSS.

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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). NCH facilities are located in France, Germany, Italy, Mexico, Spain, the United Kingdom and the United States. Many of the world's largest companies trust NCH to protect the financial integrity of nearly \$3 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 five decades through an unwavering commitment to quality, integrity and advanced technology. For more information about NCH, visit [www.nchmarketing.com](http://www.nchmarketing.com).

### **About PSS**

Promotion Support Services, Inc. (PSS) is a premier provider of outsourced business and marketing services with a broad spectrum of clients, including consumer packaged goods companies, promotion agencies, ad agencies, telemarketing service bureaus, and a provider of billing and statement rendering services to the banking and health care industries. Many PSS clients require a very high degree of data and physical security, extremely high levels of accuracy, and expedited response times. Established in 1989, PSS is centrally located in a 90,000 sq. ft. FDA registered facility in Rock Island, IL. For more information about PSS, please visit [www.pss-inc.net](http://www.pss-inc.net).