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## **NCH Makes SAS 70 Type II Reports Available to Clients**

### ***Company Further Encourages Users of Coupon Redemption Services to be More Aware of What Service Providers do on Their Behalf***

[DEERFIELD, IL] December 4, 2006 – NCH Marketing Services, a leader in protecting promotional fund transfers between trading partners, today announced the availability of its latest SAS 70 (Statement on Auditing Standards No. 70) Type II reports. The reports – one covering NCH's Retailer Services and the other covering its Manufacturer Services – are being issued by PricewaterhouseCoopers after an extensive, six-month examination that evaluated the integrity and security of more than 200 control activities.

"The SAS 70 for Service Organizations provides a standard for examining and assessing internal controls related to financial transaction processing," said Mark Dennis, senior vice president and general manager of NCH's U.S. Coupon Services. "As a result, NCH's SAS 70 Type II reports should help our manufacturer and retailer clients streamline their audit reviews of NCH as a service provider."

While acknowledging the value and importance of SAS 70 reports, Dennis warned manufacturers and retailers that the reports are not a substitute for actively monitoring a coupon service provider's activities and controls.

"Although a timely and comprehensive SAS 70 report may provide some control assurance and peace of mind, people with less than honorable intentions can find ways to get around even the best financial controls," said Dennis. "If a coupon service provider truly wants to assure its clients that no one could get by with such abuses, then the service provider should make its activities and operations fully visible to all clients. Financial transparency is *critical* for assuring manufacturers and retailers that the integrity of the coupon redemption system is not being compromised."

"It is estimated that more than \$3 billion and millions of transactions flow through the U.S. coupon redemption industry annually, moving between more than 3,000

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manufacturers and 90,000 retail submitters,” said Laura Yarashus, NCH's vice president of product management. “With so much at stake, we feel it is worth investing the extra dollars to make certain that our clients receive the assurance and financial visibility they need.”

Yarashus went on to explain that NCH has worked closely with its clients to develop technology-based solutions that equip manufacturers and retailers with comprehensive financial reporting, cost management and reconciliation capabilities. Tools such as LAUNCH<sup>®</sup> and BENCHMARK<sup>™</sup> enable NCH's clients to efficiently and effectively monitor what NCH does on their behalf, so they can clearly see that their money is being handled with integrity.

Dennis emphasized that the users of coupon redemption services should not only ask their service providers for timely and comprehensive SAS 70 Type II reports, but also demand greater financial transparency.

“Coupons are a powerful promotional vehicle,” said Dennis, “and in order to maintain the strength of the vehicle, manufacturers and retailers must be able to validate for themselves that the controls and practices of their coupon service providers are preserving the integrity of the redemption process. We are encouraged by the fact that certain firms in the industry have realized the need to provide their clients with SAS 70 reports; yet, we believe the industry could benefit even more if all service providers would make their activities fully visible and more easily understood.”

This is the fifth consecutive year that NCH has engaged PricewaterhouseCoopers to issue SAS 70 Type II reports on behalf of its coupon services. As of this release, the reports, which cover all of NCH's processing facilities and data capture services, are available to the internal audit departments of NCH's manufacturer and retailer clients.

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NCH Marketing Services, Inc. is a global leader in business solutions for the planning, redemption, settlement and analysis of promotional 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 more than \$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 nearly 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).