



NCH Marketing Services, Inc.
155 Pfingsten Road, Suite 200
Deerfield, IL 60015
Tel 847.317.5500 Fax 847.317.0083
www.nchmarketing.com

Contact: Charles K. Brown
Tel 847.317.5588

NCH Announces Availability of Latest SAS 70 Type II Reports Company Reaffirms Commitment to Client Visibility and Transparency

[Deerfield, IL] February 12, 2008—NCH Marketing Services, Inc., a Valassis company (NYSE: VCI), announced today the availability of its latest SAS 70 (Statement on Auditing Standards No. 70) Type II reports.

This was the sixth consecutive year that NCH engaged PricewaterhouseCoopers to issue SAS 70 Type II reports for its U.S. Coupon Services. The reports – one covering NCH’s Retailer Services and the other covering its Manufacturer Services – are being issued after an extensive, six-month examination that evaluated the integrity and security of more than 200 control activities. The examination, performed in accordance with AICPA standards, included procedures in all facilities and data capture services that make up NCH’s U.S. coupon business.

“As just one of the many ways NCH provides transparency into the activities conducted on behalf of the company’s clients, NCH is committed to the SAS 70 examination process. At the same time, we must recognize that not all SAS 70 reports are the same,” said Mark Dennis, senior vice president and general manager of NCH’s U.S. Coupon Services.

“It is incumbent upon manufacturers and retailers to carefully examine the content and timing of their service providers’ reports to make sure they are frequent and comprehensive enough to provide reasonable assurance,” Dennis continued. “In our view, the SAS 70 should be conducted by a Big Four accounting firm; it should be repeated annually; it should cover all locations and data capture services; and the examination should be based on reasonably large sample sizes.”

- more -

PRESS RELEASE

As of this release, NCH's SAS 70 Type II reports are available, upon request, to the internal audit departments of NCH's manufacturer and retailers clients. The SAS 70 for Service Organizations, as defined by the American Institute of Certified Public Accountants (AICPA), provides a standard for examining and assessing internal controls related to financial transaction processing. As a result, NCH's SAS 70 Type II reports should help its manufacturer and retailer clients streamline their audit reviews of NCH as a service provider.

###

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 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.