



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 Releases New SAS 70 Type II Reports

Manufacturers and Retailers Are Encouraged To Make Annual SAS 70 Examinations a Minimum Requirement for All Coupon Redemption Providers

[DEERFIELD, IL] Jan. 8, 2009 – NCH Marketing Services, Inc., 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 SAS 70 for Service Organizations, as defined by the American Institute of Certified Public Accountants (AICPA), provides a standard for examining and assessing a service organization's internal controls related to financial transaction processing. The examination results in a service auditor's report, which allows the service organization to disclose its control activities and processes to its customers and its customers' auditors in a uniform reporting format.

This was the seventh 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 Coupon Services and the other covering its Manufacturer Coupon Services – are being issued after an extensive, six-month examination that evaluated the integrity and security of more than 200 control activities. The exam covered procedures in all facilities and data capture services that make up NCH's U.S. coupon business.

“Since the coupon redemption industry is entrusted with nearly \$3 billion annually, it seems obvious that all suppliers should be required to clearly demonstrate that they are employing effective business controls,” said Sam Blodgett, NCH's Compliance Audit Manager. “The SAS 70 report is an important way that coupon redemption service providers can extend themselves to clients by providing assurance and visibility regarding the controls utilized to protect clients' promotional funds.”

“Past experience has shown that when retailers and manufacturers fail to maintain sufficient oversight of their coupon agents' controls and practices, they can be exposed to substantial risk and loss,” said Mark Dennis, Senior Vice President and General Manager of

- more -

PRESS
RELEASE
STATE

NCH's U.S. Coupon Services. "That's why we believe an annual SAS 70 Type II report should be seen as a *minimum* requirement that all viable coupon redemption providers must meet. This is not an area where corners should be cut."

Dennis continued, "Today, we have billions of coupons in circulation with a record-high average face value of more than a dollar each. With so much money at stake, retailers and manufacturers cannot afford to make assumptions about their coupon redemption agents' controls and practices. Clients should closely oversee what their agents are doing on their behalf, and this oversight should include an annual review of the adequacy of their service providers' latest SAS 70 Type II reports."

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 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. NCH is encouraging all such manufacturers and retailers to have their audit and finance experts review the reports carefully to confirm for themselves that the company's SAS 70 examination (1) was conducted in the past year, (2) covered all processing facilities and (3) was sufficiently broad in scope.

###

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 more than five decades through an unwavering commitment to quality, integrity and advanced technology. For more information about NCH, visit www.nchmarketing.com.