



**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 Encouraged to Thoroughly Scrutinize Contents of SAS 70 Reporting in Light of Increasing Coupon Redemption Volume*

**[DEERFIELD, IL] January 21, 2010** – 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 reports covering NCH's Retailer and Manufacturer Coupon Services were issued after NCH engaged PricewaterhouseCoopers to conduct an extensive, six-month examination that evaluated the integrity and security of approximately 200 control activities. The exam covered procedures in all facilities and data capture services that make up NCH's U.S. coupon business.

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, allowing the service organization to disclose its control activities and processes to its customers and its customers' auditors in a uniform reporting format.

"This marks the eighth consecutive year that we have issued SAS 70 Type II reports for NCH's U.S. Coupon Services," said Sam Blodgett, NCH's Compliance Audit Manager. "With nearly \$4 billion in promotional funds transacted annually between trading partners via the coupon redemption cycle, it is crucial for all suppliers to clearly demonstrate that they are employing effective business controls. An annual SAS 70 report is one way they can extend themselves to provide some degree of assurance and visibility."

"The true merit of the SAS 70 report is revealed by its contents," said Mark Dennis, Senior Vice President and General Manager of NCH's U.S. Coupon Services. "The proclamation of such a report by a redemption provider, in and of itself, doesn't provide

- more -

PRESS RELEASE

much assurance. Rather, retailers and manufacturers should use the report as a tool to better understand the controls and practices that are protecting their coupon-related transactions. They also need to scrutinize the report to confirm that critical control activities have not been excluded.”

Dennis continued, “History has already demonstrated that retailers and manufacturers can expose themselves to substantial risk and loss if they fail to maintain sufficient oversight of their coupon agents’ controls and practices. Now – with a difficult economy prompting consumers to redeem hundreds of millions of additional coupons – the stakes are even higher. As such, retailers and manufacturers cannot afford to make assumptions about the controls and practices of their coupon redemption service providers.”

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 encourages 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 more than \$4 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](http://www.nchmarketing.com).