



Contact: Charles K. Brown
847.317.5588

P
R
E
S
S
R
E
L
E
A
S
E

PricewaterhouseCoopers Tests Integrity of Financial Control Systems on Behalf of NCH

SAS 70 Reports Provide Assurance to Retailers and Manufacturers Alike

[DEERFIELD, IL] January 26, 2005 – NCH Marketing Services, a company that globally protects more than \$3 billion in annual promotional fund transfers between trading partners, today announced the availability of its latest SAS 70 (Statement on Auditing Standards No. 70) Type II reports.

PricewaterhouseCoopers is issuing two SAS 70 Type II reports on behalf of NCH's U.S. Coupon Services – one covering NCH's Retailer Services and the other covering its Manufacturer Services. The reports are being issued after an extensive, six-month examination that evaluated the integrity and security of more than 200 control activities across NCH's Retailer and Manufacturer Services.

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 retailer and manufacturer clients streamline their audit reviews of NCH as a service provider.

"We feel it is important for NCH's SAS 70 examination to cover both our Retailer and Manufacturer Services," said Mark Dennis, senior vice president and general manager of NCH's U.S. Coupon Services. "After all, NCH manages billions of dollars in promotional transactions for some of the most widely known retailers and manufacturers in the world. We want all of our clients to know that their money, names and reputations are being protected by some of the most secure and reliable controls in the marketplace."

However, NCH clients may not be the only ones who benefit from NCH's decision to test both its Retailer and Manufacturer Services.

- more -

“Some manufacturers authorize their coupon agents to subcontract processing to retailer clearinghouses,” said Dennis. “If the retailer clearinghouse happens to be NCH, then the manufacturer can still rest assured that its coupons are being handled safely and securely. That’s because the controls in our Retailer Services have been independently assessed.”

This year marks the third consecutive time that PricewaterhouseCoopers has issued SAS 70 Type II reports on behalf of NCH’s Retailer and Manufacturer Services. It also marks the third consecutive time that NCH has expanded the scope of the examination, this time to test additional security controls within its production-related information technology.

“With each new SAS 70 examination, we look for opportunities to raise the bar,” said Sam Blodgett, NCH’s compliance audit manager. “As an industry leader, NCH has a responsibility to set an example that not only meets, but also elevates people’s expectations about promotional processing controls.”

As of this release, NCH’s latest SAS 70 reports from PricewaterhouseCoopers are available, upon request, to the internal audit departments of its retailer and manufacturer clients.

#

NCH Marketing Services, Inc., is a global leader in business solutions for the redemption, settlement and analysis of promotional offers. NCH is a Valassis Company (NYSE: VCI). NCH provides innovative promotional marketing services in France, Germany, Italy, 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.