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## **NCH, Pinpoint Form Business Alliance**

### *Partnership To Provide Enhanced Controls For Protecting Coupon Investments*

**[DEERFIELD, IL, August 15]**—NCH Marketing Services, Inc., a Valassis company (NYSE: VCI), and Pinpoint Data, LLC, today announced that the two organizations have formed a business alliance to jointly market and deliver certain end-to-end services that help companies better protect their coupon investments.

The alliance establishes Pinpoint as NCH's designated supplier for coupon coding and verification services.

"The alliance is a natural extension of NCH's and Pinpoint's shared commitment to helping clients better protect their promotional dollars," said Lawrence Fox, a vice president for Pinpoint Data. "While NCH's controls help protect clients during the redemption process, Pinpoint can deliver controls that help protect NCH clients against costly mistakes in the coding of their offers."

"We're very excited about our partnership with Pinpoint," said Laura Yarashus, NCH's vice president of product development. "Just one mistake in a coupon's bar code could cost companies thousands of dollars. I'm confident that Pinpoint will be able to help NCH's clients eliminate this unnecessary waste, so they can do even more with their promotional dollars."

"Pinpoint's commitment to quality makes them a natural partner for NCH. As a technology leader, their solutions deliver the accuracy and reliability that our clients expect and demand," continued Yarashus. "And our partnership avoids the potential conflicts of interest that could occur by having the same company verifying and redeeming coupons."

The alliance is also expected to pave the way for additional, long-term benefits for NCH clients, such as helping them manage a potential transition to a new Reduced Space Symbology (RSS) barcode.

"Pinpoint Data helps companies create and verify bar codes in a number of different formats that are compliant with published GS1 US (formerly UCC) standards. So, we're confident that we can help NCH clients manage both today's requirements and any future transition to the RSS code," said Fox.

By linking their products and services, NCH Marketing Services and Pinpoint Data hope to make it easier and more convenient for clients to maintain comprehensive, end-to-end financial controls around their coupon investments.

**About NCH**

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](http://www.nchmarketing.com) or call (847) 317-5500.

**About Pinpoint Data**

Pinpoint Data, LLC is a leading expert on barcoding and family code management for the promotions industry. Since 1996, its pioneering products and services have revolutionized the way manufacturers and their suppliers produce, verify and manage coupon promotions, barcodes and associated data sets. Pinpoint Data's clients have streamlined operations and saved thousands of dollars on fines and unintended redemptions using Pinpoint's suite of online tools, including CouponChek™ Barcode Verification, ProductChek™ Barcode Verification, the Family Code Manager™, Product Data Dispatcher™ and the Barcode Wizard™. To learn more about Pinpoint Data's offerings, visit [www.pinpoint-data.com](http://www.pinpoint-data.com) or call (908) 756-9400.

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