



# Happy Birthday Coupons!

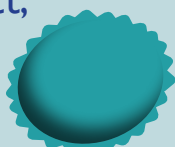
*125 years of savings*

No limit to savings. Average value per year in U.S. is \$1,677. Courtesy of Valpak.com®.



1887

The coupon is born when an Atlanta businessman offers discounts on his new product, samples of cola.



C.W. Post offers the first **PRINTED COUPON** to help sell breakfast cereal.

1909

1957

The **Nielson Coupon Clearing House** is born to track coupon redemption.

Grocery stores begin offering coupons to steer shoppers away from competing neighborhood stores.

1930s

The Great Depression initiates a surge in coupon usage.

1940s

Valpak® mails 14 coupons to 20,000 households signaling the start of a national leading direct marketing company.

1968

COUPONS START TO  
APPEAR IN PERIODICALS  
AND NEWSPAPERS.

1975

**OVER 35 BILLION** COUPONS ARE DISTRIBUTED RESULTING IN A **15% INCREASE** OF COUPON CLIPPING AMERICAN HOUSEHOLDS.

1965

Half of all American households are couponing\*.

\*Source: Promotion Marketing Association (PMA) Education Foundation Inc.

The invention of the Internet leads to **DOWNLOADABLE COUPONS & COUPON CODES.**



First Valpak® coupons appear on new Valpak.com® Website.

1990s

America celebrates the first *National Coupon Month*

1998

\$1 billion

\$1 billion

\$1 billion

\$1 billion

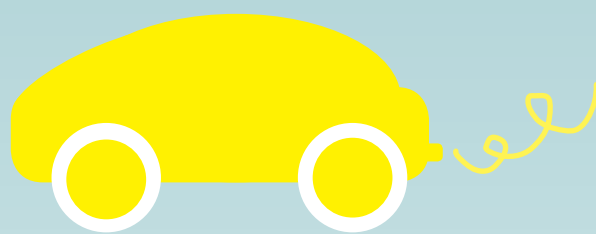
A record

**\$3.8 Billion**

saved by Americans making purchases with coupons.

2002

Valpak® & Junaio team up to offer location-based couponing to smartphone users, creating the world's largest augmented reality mobile coupon opportunity.



2011

2009

Retailers begin introducing mobile coupon apps for smartphones.

Valpak.com® expands into an online hub for local savings with nearly

**70 million**

offer views each month.

2011

2012

THE COUPON CELEBRATES



**125**  
*years*