



August 15, 2006

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Valpak[®] Announces Partnership with Google

Valpak.com announced today that they have formed a partnership with Google to provide online coupons. Starting today, Valpak will supply Google with 20,000 printable coupons, to be updated nightly, that will be accessible through Google Maps.

Already the premier online site for coupons, Valpak.com will now reach more consumers and provide even more value to Valpak advertisers. In 2005, Valpak.com is the largest local savings site on the internet and in 2005 visitors viewed on average over 11 million offers each month.

“We're very pleased to be the launch partner with Google to offer Valpak's print-at-home online coupons to more consumers and to give Valpak merchants valuable enhanced distribution tied to their existing listing on Google Maps.” said Todd Leiser, Vice President and General Manager for Valpak.com, Valpak's online coupon portal.

“Valpak's blue envelope has been a North American institution for nearly 40 years and has the type of real consumer value that is perfect to support Google's mission statement of organizing the world's information.”

Headquartered in Largo, Florida, Valpak is owned and operated by Cox Target Media, one of the leading direct marketing companies in North America. The familiar blue Valpak envelope delivers savings to some 45 million households throughout the United States, Canada and Puerto Rico. Annually, Valpak distributes approximately 19.4 billion offers inserted in 528 million envelopes. Cox Target Media is a subsidiary of Atlanta-based Cox Newspapers, owned by Cox Enterprises, Inc., one of the largest media conglomerates in the United States.

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