

## Marketing's Coupon Calendar

Distributor	Free-Standing Inserts		Co-op Direct Mail / Home Delivery Targeted or Untargeted				Targeted Direct Mail	Target Household Sampling	
	Valassis	News Marketing	Prospect Media	Valassis	Transcontinental	Cox Target	ICOM™	Tann	
	Shop & Save	SmartSource Magazine	Newspaper, Poly Bags & Door Hanger Cards	Targeted Poly Bag/Inserts	Publisac	Open & Save	ValPak	Target Mail Co-op	Tann Selective Communications
2005/2006 Events	15	19	Ongoing	Ongoing	65	7	15	2	15
Circ. Qty (in 000) per event	5,599.0	6,000.0	Up to 7,000.0	Program Dependent	3,500.0	Up to 9,564.5	Up to 1,000.0	1,100.0 Annual Database	800.0 Annual Distribution
Regional Availability	Nat/Reg	Nat/Reg	Nat/Reg	Nat/Reg	MB/ON/QC	Nat/Reg Rural	Nat/Reg Local	Nat/Reg	Urban Specific.
Closing	5 weeks	7 weeks	6 weeks	6weeks	2 weeks	5 weeks	6 weeks	June - Fall Nov.-Spring	4 weeks
Tel #	677-0499	602-6397	351-1020	677-0499	337-6920	218-3620	800-237-6266	297-7359	905-881-1030
Fax #	677-8021 (905)	602-8823 (905)	351-9606 (416)	677-8021 (905)	832-5083 (514)	218-3631 (416)	727-399-3120	297-1341 (416)	905-881-1035
In-Home Dates									
May 2005	14	7,28	Ongoing	Ongoing	7,14,21,28	2	11	1-31	1-31
June	11	18			4,11,18,25		8		1-30
July	9	16			2,9,16,23,30		7		1-31
August	20	20			6,13,20,27	29	10		1-31
September	10	10			3,10,17,24	6	8	Survey	1-30
October	1	1,22			1,8,15,22,29	17	12		1-31
November	5,26	12			5,12,19,26		9	1-30	1-30
December		3			3,10,17,24,31		2		1-31
January 2006	14	7,28			7,14,1,28	2	16		1-31
February	11	18			4,11,18,25		13	Survey	1-28
March	4	18			4,11,18,25	1	13		1-31
April	1	8			1,8,15,22,29		10		1-30
May	13	6,27			6,13,20,27	1	15	1-31	1-31
June	10	24			3,10,17,24		13		1-30
July	8	15			1,8,15,22,29		10		1-31
<b>Guide to Calendar Abbreviations:</b>									
<b>New Marketing Canada</b> - News Marketing Canada					<b>METROSPOT</b> - METROSPOT Marketing Ltd.				
<b>Valassis</b> - Valassis Canada					<b>Tann</b> - Tann Selective Communications				
<b>ICOM</b> - ICOM Information & Communications Inc.					<b>Transcontinental</b> - Transcontinental Media Inc. Transcontinental Distribution				
<b>In Store Solutions</b> - In Store Solutions Inc.					<b>Save.ca</b> - Save.ca Inc.				
<b>Recipes Plus</b> - Calendar Marketing Inc.					<b>GIF...T</b> - Grocery Industry Foundation				
<b>Coupons.com</b> - Valassis Canada					<b>Prospect Media</b> - Prospect Media Inc.				
<b>ValPak</b> - ValPak of Canada Ltd.									

Prepared exclusively for Marketing by Resolve Corporation, Toronto, Ontario

(continued...)



## Marketing's Coupon Calendar

	Magazine	In-Store Events			Other Events		Internet	
Distributor	Magazine Outsert Transcontinental	News Marketing Canada	METROSPOT	IN STORE SOLUTIONS	Cash for Kids (GIF...T) Ontario and Atlantic Canada	Recipes Plus Calendar	Valassis Coupons.com E-mail + Coupon Enablement	Save.ca
Distributor	Clip n' Save							
2005/2006 Events	7	16	33	33	1	1	Ongoing	Ongoing
Circ. Qty (in 000) per week 4 week minimum	1,740.0	Typical Program 325.0 per week	Typical Program 125.6 per week	Typical Program 175.0 per week	600.0 In-Store-at-Shelf February	2,000.0 Mag., News. In-Store	Program Dependent	Program Dependent
Regional Availability	Nat/Reg	Nat/Reg Prov/Chain	Ontario, Quebec Metro Richelieu, Super C, Loeb, Provigo L'intermarche	Ontario/Atlantic Loblaws Companies East/ Quebec – Loblaws and Provigo	Ontario and Atlantic Canada 1,707 Stores	National	Nat/Reg	Nat/Reg
Closing	5 weeks	3 weeks	3 weeks	3 weeks	October 30, 2005	June 30, 2005	1 week	1 week
Tel # Fax #	218-3594 227-8324 (416)	602-6397 602-8823 (905)	322-9404 322-9405 (416)	447-9596 447-9896 (416)	515-8165 922-5667 (416)	789-1279 789-1270 (416)	677-0499 677-8021 (905)	621-6100 251-1217 (416)
May 2005	10	23	2,16,30	2,16,30			Ongoing	Ongoing
June		20	13,27	13,27				
July		18	11,25	11,25				
August		15	8,22	8,22				
September	1	12	5,19	5,19				
October	3	10	3,17,31	3,17,31				
November	14	7	14,28	14,28		3		
December		5	12,26	12,26				
January 2006	23	2,30	9,23	9,23				
February		27	6,20	6,20	3,10,17,24			
March	13	27	6,20	6,20				
April		24	3,17	3,17				
May	9	22	1,15,29	1,15,29				
June		19	12,26	12,26				
July		17	10,24	10,24				