

Marketing's Coupon Calendar

| Distributor | Free-Standing Inserts | | Co-op Direct Mail / Home Delivery Targeted or Untargeted | | | | Targeted Direct Mail | Magazine | |
|------------------------------|-----------------------|----------------------|---|---------------------------|------------------|------------------|---------------------------------|-------------------------|-----------------------------------|
| | Valassis | News Marketing | Prospect Media | Valassis | Transcontinental | Cox Target Media | ICOM™ | Clip n' Save | |
| | Shop & Save | SmartSource Magazine | Newspaper, Poly Bags, Door Hanger Bags/ Cards | Targeted Poly Bag/Inserts | Publisac | Open & Save | Valpak | Target Mail Co-op | Magazine Outsert Transcontinental |
| 2005/2006 Events | 15 | 19 | Ongoing | Ongoing | 66 | 7 | 12 | 2 | 8 |
| Circ. Qty (in 000) per event | 5,599.0 | 6,000.0 | Up to 7,000.0 | Program Dependent | 3,500.0 | Up to 9,855.0 | 45 million | 1,100.0 Annual Database | 1,740.0 |
| Regional Availability | Nat/Reg | Nat/Reg | Nat/Reg | Nat/Reg | MB/ON/QC | Nat/Reg Rural | Nat/Reg Local | Nat/Reg | Nat/Reg |
| Closing | 5 weeks | 7 weeks | 6 weeks | 6weeks | 2 weeks | 5 weeks | 4 weeks/10 days for Solo Values | June - Fall Nov.-Spring | 5 weeks |
| Tel # | 677-0499 | 775-3010 | 351-1020 | 677-0499 | 337-6920 | 218-3620 | 800-676-6878 | 297-7359 | 218-3594 |
| Fax # | 677-8021 (905) | 601-9553 (416) | 351-9606 (416) | 677-8021 (905) | 832-5083 (514) | 218-3631 (416) | 727-399-3120 | 297-1341 (416) | 227-8324 (416) |

In-Home Dates

| Month | Valassis | News Marketing | Prospect Media | Valassis | Transcontinental | Open & Save | Targeted Direct Mail | Magazine |
|--------------|----------|----------------|----------------|----------|------------------|-------------|----------------------|----------|
| October 2005 | 1 | 1,22 | Ongoing | Ongoing | 1,8,15,22,29 | 17 | Ongoing | 3 |
| November | 5,26 | 12 | | | 5,12,19,26 | | 1-30 | 10 |
| December | | 3 | | | 3,10,17,24,31 | | | |
| January 2006 | 14 | 7,28 | | | 7,14,21,28 | 2 | Survey | 23 |
| February | 11 | 19 | | | 4,11,18,25 | | | |
| March | 4 | 27 | | | 4,11,18,25 | 1 | | 6 |
| April | 1 | 22 | | | 1,8,15,22,29 | | | |
| May | 6 | 13,28 | | | 6,13,20,27 | 1 | 1-31 | 15 |
| June | 10 | 17 | | | 3,10,17,24 | | | |
| July | 8 | 15 | | | 1,8,15,22,29 | | | |
| August | 19 | 19 | | | 5,12,19,26 | 28 | | 31 |
| September | 9, 30 | 9,30 | | | 2,9,16,23,30 | 5 | Survey | |
| October | | 21 | | | 7,14,21,28 | 16 | | 2 |
| November | 4, 25 | 11 | | | 4,11,18,25 | | 1-30 | 13 |
| December | | 2 | | | 2,9,16,23,30 | | | |

Guide to Calendar Abbreviations:

| | |
|--|---|
| New Marketing Canada - News Marketing Canada | METROSPOT - METROSPOT Marketing Ltd. |
| Valassis - Valassis Canada | InStore Focus - InStore Focus Inc. |
| ICOM - ICOM Information & Communications Inc. | Transcontinental - Transcontinental Media Inc. Transcontinental Distribution |
| In Store Solutions - In Store Solutions Inc. | Save.ca - Save.ca Inc. |
| Recipes Plus - Calendar Marketing Inc. | GIF...T - Grocery Industry Foundation |
| Coupons.com - Valassis Canada | Prospect Media - Prospect Media Inc. |
| Valpak - Valpak of Canada Ltd. | |

Prepared exclusively for Marketing by Resolve Corporation, Toronto, Ontario

(continued...)



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|---|--|--|---|---|--|------------------------------------|--|-------------------------------|
| | In-Store Events | | | | Other Events | | Internet | |
| Distributor | InStore Focus | 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 |
| 2005/2006 Events | Ongoing | 16 | 33 | 33 | 1 | 1 | Ongoing | Ongoing |
| Circ. Qty (in 000) per week 4 week minimum | Sampling Demos, varies by store size | Ad Pads Typical Program 325.0 per week | Ad Pads Typical Program 125.6 per week | Ad Pads Typical Program 175.0 per week | 650.0 In-Store-at-Shelf February | 2,000.0 Mag., News. In-Store | Program Dependent | Program Dependent |
| Regional Availability | Nat/Reg By Banner/Size/ Location | Nat/Reg Prov/Chain | Ontario, Quebec Metro Richelieu, Super C, Loeb, Provigo L'intermarche | ON/Atlantic/QC Loblaws Companies East/ Quebec – Loblaws and Provigo | Ontario and Atlantic Canada 1,728 Stores | National | Nat/Reg | Nat/Reg |
| Closing | | 3 weeks | 3 weeks | 3 weeks | October 30, 2006 | June 30, 2006 | 1 week | 1 week |
| Tel # Fax # | 817-0119 817-2900 (905) | 775-3010 601-9553 (416) | 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) |
| October 2005 | Ongoing | 10 | 3,17,31 | 3,17,31 | | | Ongoing | Ongoing |
| November | | 7 | 14,28 | 14,28 | | 3 | | |
| December | | 5 | 12,26 | 12,26 | | | | |
| January 2006 | | 2,30 | 9,23 | 9,23 | | | | |
| February | | 27 | 6,20 | 6,20 | 3,10,17,24 | | | |
| March | | 27 | 6,20 | 6,20 | | | | |
| April | | 24 | 3,17 | 3,17 | | | | |
| May | | 22 | 1,15,29 | 1,15,29 | | | | |
| June | | 19 | 12,26 | 12,26 | | | | |
| July | | 17 | 10,24 | 10,24 | | | | |
| August | | 14 | 7,21 | 7,21 | | | | |
| September | | 11 | 4,18 | 4,18 | | | | |
| October | | 9 | 2,16,30 | 2,16,30 | | | | |
| November | | 6 | 13,27 | 13,27 | | | | |
| December | | 4 | 11,25 | 11,25 | | | | |