

# Consumer Corner

## Satisfy Your Need To Save Money

(NAPSA)—Yes, it's true that the less you spend, the more you can save. But it's also true that consumers who get better value for what they spend will benefit by both more savings as well as a better lifestyle, even when they're on a budget.

Research tells us that nine out of 10 people are not satisfied with the amount they are saving. Yet the average consumer could save \$2,000 a year or more by spending just 20 minutes a week to take advantage of coupons and special offers.

### A Portal To Better Value

This may account for the growing popularity of a Web site called [redplum.com](http://redplum.com), launched by Valassis, the nation's leading marketing services company. The interactive, consumer-oriented portal contains coupons, special offers, contests and helpful information. Its offers include national and local values as well as relevant information about products and services in categories that include apparel, automotive, beauty, dining, electronics, entertainment, fashion, fitness, grocery, health, home, pets and travel.

"The Web site was designed with the busy consumer in mind," said Brian Costello, Valassis General Manager for Interactive, who headed the development of [redplum.com](http://redplum.com). "It will be quick and easy to search for values, and consumers won't be required to register. They simply enter the products they are seeking, select the best offers, add them to their shopping cart of savings and print.



**Twenty minutes per week can save consumers \$2,000+ per year.**

It's as simple as that. They'll even be able to monitor how much they've saved over time so they can justify what they splurge on later."

### Highly Interactive

[Redplum.com](http://Redplum.com) will be highly interactive with features such as short video clips, a recommendation engine, special featured values and the ability to save coupons and special deals in one place as users navigate through the site—a shopping cart of savings, if you will.

In addition to the portal, consumers will continue to find valuable money-saving offers from [RedPlum](http://RedPlum) in the mail and in the newspaper.

For many consumers, it isn't just about a dollar saved, it's about being able to afford life's little pleasures that will make mothers and their families happy, whether that is a dinner out, a night at the movies or a special family activity.

To learn more, visit [www.redplum.com](http://www.redplum.com).