



FOR IMMEDIATE RELEASE

Ralphs Grocery Collects 11% Redemption from Varga Door Hangers

LAKE FOREST, California (October 26, 2010) – Ralphs Grocery Company reported an 11% coupon redemption rate from a door hanger campaign developed and executed by Varga Media Solutions, Inc., for a grand re-opening in southern California. The door hangers were part of an extended promotion following a three month renovation to announce the debut of the company's first-of-its-kind *Ralphs Signature* store, located in Midtown Los Angeles.

With *Ralphs Signature* heralded as a 'true neighborhood market', supermarket executives approached Varga for help with outreach tactics that embodied the 'community feel' of the new store.

Varga prepared a complete door hanger package to create a stir among local consumers. 25,000 door hangers were distributed within a defined market area in order to reach a target audience. "Targeting was important for this campaign," said Kerry Lewis, Business Development Manager at Varga. "Ralphs needed to reach all consumers willing to travel to the specialty store for groceries, without impeding upon other local Ralphs stores." Varga was able to accommodate the unique shape of the delivery area using their standard real-time GPS feature. This ensured that each walker stayed in bounds throughout the entire distribution. Each resident within the boundary received a large door hanger, including an invitation to the re-opening events.

The 11% redemption came from a bar-coded coupon, which was included as a perforated segment on each door hanger. The featured offer was for \$5.00 off a total purchase of \$25.00, with a Ralphs rewards Card. "The Ralphs marketing team met with us prior to designing the door hanger to maximize effectiveness of the media," explained Lewis. "The end result was a perfectly designed door hanger with great visual impact on the front door while providing a strong offer to drive the consumers to the store."

The door hangers proved valuable not only to consumers who were able to take advantage of the discount, but also to the grocery company. Ralphs was able to track the response and increase the enrollment for the *Ralphs rewards Card*.

About Varga

Varga Media Solutions, Inc. is a full-service turnkey provider of targeted front-door marketing campaigns, providing high quality print, state-of-the-art targeting, national distribution and post campaign analysis. Covering all aspects of the campaign from start to finish, Varga can offer the accountability required at a lower per piece price than outsourcing each component individually. Time to market for delivery of door hangers is as fast as 7-10 days after artwork approval and comes at a fraction of the price of competing media like direct mail. Varga's professional high-end door hangers will demand the attention of a targeted consumer better than traditional press or television advertising. They are removed from the door and require the prospective customer to become actively involved with the message giving it higher probability of being assimilated. For more information, visit www.vargainc.com. To learn more about advertising opportunities with Varga Media Solutions, please call 949-768-1500.

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