

Scott Waldron to Lead NCH Marketing Services and Valassis International *Waldron's 30 Years of Experience Spans Leading Global Companies*

LIVONIA, Mich., Jan. 7, 2016: [Valassis](#), a leader in intelligent media delivery, has appointed Scott Waldron as President, [NCH](#), and Managing Director, Valassis International. In this role, Waldron will lead NCH, a Valassis subsidiary and global leader in the redemption, audit, settlement and analysis of promotional offers. He will also have oversight for Valassis' European promotional operations in the United Kingdom, Germany, Italy, Spain and Poland. Waldron will succeed Brian Husselbee, who is retiring effective March 31, 2016 after a 44-year career with NCH, most recently as its CEO.

With more than 30 years of global management experience, including senior leadership roles at Experian, Eyevelocity, Reynolds and Reynolds, McKinsey and Company and Procter & Gamble, Waldron brings a wealth of industry knowledge and experience. Most recently as Executive Vice President, Experian North America, Waldron directed transformative initiatives including new market expansion with unique data and analytic offerings. He has led teams to build strong client relationships with operational excellence and innovation, all key areas of focus for Valassis.

"Scott has demonstrated a passionate commitment to helping clients meet their most ambitious marketing goals with a successful track record delivering valuable solutions for diverse industries," said **Victor Nichols, Valassis Chief Executive Officer**. "Under his leadership, we will drive future growth and innovate for our clients across the globe."

In his role, Waldron will continue to build on NCH's strong foundation, with a tenacious focus on quality, integrity and advanced technology. "I look forward to the opportunities that lie ahead to further expand our portfolio and capabilities by driving the company's vision of intelligent media delivery across North America and Europe," Waldron said.

About Valassis

[Valassis](#) is a leader in intelligent media delivery, providing over 15,000 clients with innovative media solutions to influence consumers wherever they plan, shop, buy and share. By integrating online and offline data combined with powerful insights, Valassis precisely targets its clients' most valuable shoppers, offering unparalleled reach and scale. NCH Marketing Services, Inc. and Clipper Magazine are Valassis subsidiaries and RedPlum® is its consumer brand. Its signature Have You Seen Me?® program delivers hope to missing children and their families. Valassis is a wholly owned subsidiary of [Harland Clarke Holdings Corp.](#)

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