Harland Clarke Holdings Opens New Decade as Vericast

Move Strengthens Consumer Purchasing and Transaction Behavior Insights, Capabilities and Execution

SAN ANTONIO, TX (February 6, 2020)— Harland Clarke Holdings Corp. ("HCH"), a premier marketing solutions company that influences consumer purchasing and transaction behavior at scale, today announced it is relaunching itself as Vericast. The new direction better reflects its evolution as an enterprise-level data and analytics business with deep vertical market and channel expertise. This is a strategic milestone for the company as it leverages the totality of its portfolio businesses and established brands representing print, logistics, data and digital capabilities. When harmonized, these capabilities drive stronger growth-oriented engagement strategies and relationships between businesses and consumers.

"Vericast actively engages with over 120 million households and 70,000 businesses and analyzes billions of consumer decisions every day; decisions on where they eat, shop, buy, save and borrow. The power of our unmatched data assets, coupled with decades-long delivery execution and strategic vertical market expertise, helps our clients drive increased consumer activation and more profitable revenue," said John O'Malley, CEO, Vericast. "In this era of consumer-centric marketing, we have the ability to activate consumer engagement how, when and where it matters most with our proprietary data and portfolio of owned online and offline channels."

The major businesses of Vericast – Valassis, Harland Clarke, RetailMeNot and QuickPivot – provide unrivalled command of consumer shopping, spending, saving and borrowing behavior for identified vertical markets that include CPG, grocery, financial institutions, healthcare, retail, restaurants and automotive. Each business has a strong track record of making it easier for businesses and marketers to create more meaningful connections with consumers by delivering the right message, at the right time, via the right channel. By strategically and operationally unifying these capabilities, in conjunction with its own proprietary Data Exchange, Vericast now has the ability to deliver even greater value throughout the relationship lifecycle to maximize clients marketing investments.

"This is an exciting and important time for our company as we unlock the aggregated value of our resources, expertise and assets for the benefit of our clients," said O'Malley. "As Vericast, we are well positioned to capitalize on the full strength of all our businesses and expand our solutions to continue delivering highly innovative marketing capabilities to businesses of all sizes and the consumers they serve."

About Vericast
Vericast is a premier marketing solutions company that accelerates profitable revenue growth for the 70,000 businesses it serves directly by influencing consumer purchasing and transaction behavior at scale while engaging with over 120 million households daily. Its major business units, Valassis, Harland Clarke, RetailMeNot, and QuickPivot are recognized as leading providers of incentives, advertising, marketing services, transaction solutions, customer data and cross-channel campaign management, and intelligent media delivery that create millions of customer touch points annually for their clients.

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