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**Pappas Group Promotes Premiere of TLC's EXTREME COUPONING**

*Pappas Group develops new integrated campaign featuring unique on-air, print and digital to support the premiere of new TLC series, EXTREME COUPONING*

**Arlington, VA – April 6, 2011** – In late February, adding to a growing roster of entertainment clients, TLC awarded Pappas Group with the opportunity to produce an integrated campaign promoting the launch of the new series, EXTREME COUPONING and its April 6 premiere. Pappas Group, a leading full-service creative agency, developed a campaign featuring an on-air spot, print and digital ads, all rooted in the theme that for the dedicated discounter, it's not just a coupon, it's a calling.

After TLC presented Pappas Group with the EXTREME COUPONING campaign, the agency began the physical construction of a 64 square foot wall of over 50,000 coupons. The wall can be seen in both the print and digital spots and as the flagship prop of the campaign, the wall has an impressive new home at the headquarters of Discovery Communications. Pappas partnered with Mrs. K and photographer Hugh Kretschmer to create additional assets for print, digital and on-air.

"This was a great opportunity for Pappas Group," said Creative Director, Stefan Poulos. "From ideation through production and development, we're thrilled with the process and the end result. I even think some team members are now converted couponers."

TLC and Pappas Group's EXTREME COUPONING on-air spot began its run on March 23 while print ads are featured in the April 8th editions of such popular weeklies as People, Star, InStyle, US Weekly, Life & Style and InTouch magazines. Rich media takeovers, synced roadblocks and pushdowns on AOL, TMZ and Sugar can be seen on the premiere date, April 6.

Over 2.1 million people tuned in for the one-hour special, EXTREME COUPONING, on December 29, 2010. The new series will introduce viewers to some of America's most extreme 'super couponers' during each of the 12 half-hour episodes. The series will premiere on April 6 with two new back-to-back episodes at 9 & 9:30 PM ET/PT, and will move to the 9:30 PM time slot the following week.

The EXTREME COUPONING website can be found at [www.tlc.com/extremecouponing](http://www.tlc.com/extremecouponing).

**About Pappas Group**

Pappas Group is an award-winning, full service, creative agency that builds brand experiences people love. With offices in Washington DC and San Francisco, Pappas brings together creative, strategy, technology, media and marketing expertise to create big ideas and thoughtful experiences that connect brands and people. This experience-led approach, combined with an intense focus on delivering bottom line business results has earned Pappas Group numerous accolades, continuous growth and strong relationships with brands big and small. For more information, visit [www.pappasgroup.com](http://www.pappasgroup.com).

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