

VALASSIS COMMUNICATIONS INC  
Form 8-K  
September 22, 2004

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington D.C., 20549

**Form 8-K**

**Current Report**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

**Date Of Report (Date Of Earliest Event Reported): 09/21/2004**

**VALASSIS COMMUNICATIONS INC**  
(Exact Name of Registrant as Specified in its Charter)

**Commission File Number: 1-10991**

**DE**  
(State or Other Jurisdiction of  
Incorporation or Organization)

**38-2760940**  
(I.R.S. Employer  
Identification No.)

**19975 Victor Parkway**  
**Livonia, MI 48152**  
(Address of Principal Executive Offices, Including Zip Code)

**734-591-3000**  
(Registrant's Telephone Number, Including Area Code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act(17CFR240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act(17CFR240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act(17CFR240.13e-4(c))
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Items to be Included in this Report

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**Item 8.01. Other Events**

On September 17, 2004, Valassis purchased the assets of Direct Marketing Services, the direct-mail division of Catalina Marketing for an undisclosed amount. A press release regarding this transaction is attached.

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**Signature(s)**

Pursuant to the Requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this Report to be signed on its behalf by the Undersigned hereunto duly authorized.

VALASSIS COMMUNICATIONS INC

Date: September 21, 2004.

By: /s/ Robert L. Recchia

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Robert L. Recchia  
Executive Vice President & Chief Financial Officer

**Exhibit Index**

| <b>Exhibit No.</b> | <b>Description</b>                     |
|--------------------|--|
| EX-99.1            | Press Release Dated September 20, 2004 |