Edgar Filing: HERPICH RICHARD P - Form 4

HERPICH R	ICHARD P											
Form 4												
April 05, 201	10											
FORM		статро	SECUD	TTIES A		TT A 1	NCEO	COMMISSION		PPROVAL		
	UNITED	SIAIES		hington,			NGE (.OMINIISSION	OMB Number:	3235-0287		
Check thi	is box		vv as	inington,	D.C. 20.	547			Expires:	January 31,		
if no long		IENT O	F CHAN	GES IN F	BENEFI	CIA	LOW	NERSHIP OF	2005			
subject to Section 1)			SECURITIES					Estimated average burden hours per			
Form 4 or				Sheenand						response 0.5		
Form 5	Filed pur	suant to S	Section 1	6(a) of the	e Securiti	ies Ez	xchang	e Act of 1934,				
obligation may cont				•	•			f 1935 or Sectio	n			
See Instru		30(h)	of the In	vestment	Compan	y Act	t of 194	40				
1(b).												
(Print or Type F	Responses)											
(I IIII OF TJPFT	(cop())											
1. Name and A	ddress of Reporting	Person [*]	2. Issuer	r Name and Ticker or Trading				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
HERPICH RICHARD P Sy							-					
			VALAS	ALASSIS COMMUNICATIONS								
			INC [VO	CI]				(Chee	k an appneable	<i>,</i>)		
(Last)	(First) (I	Middle)	3. Date of	Earliest Tra	ansaction			Director		Owner		
(Month/D				-				XOfficer (give titleOther (specify below) below)				
	COMMUNICAT		04/01/20)10				EVP/ S	ales & Marketi	ng		
,	(Street)		4 If Ame	4. If Amendment, Date Original				6. Individual or Joint/Group Filing(Check				
				led(Month/Day/Year)				Applicable Line)				
				, . ,				_X_ Form filed by (
LIVONIA, I	MI 48152							Form filed by N Person	Iore than One Re	eporting		
(City)	(State)	(Zip)	Table	e I - Non-Do	erivative S	Securi	ties Acq	uired, Disposed of	f, or Beneficial	ly Owned		
1.Title of	2. Transaction Date	e 2A. Dee	med	3.	4. Securi	ties A	cauired	5. Amount of	6. Ownership	7. Nature of		
Security	(Month/Day/Year)			Transaction(A) or Disposed of				Securities	Form: Direct			
(Instr. 3)		any	any (Month/Day/Year)		Code (D) $(\text{Instr} 2, 4 \text{ and } 5)$				(D) or Indirect (I)	Beneficial Ownership (Instr. 4)		
		(Ivionin/	Day/Year)	(Instr. 8) (Instr. 3, 4 and 5)			Owned Following					
						(A)		Reported	(Instr. 4)			
						or		Transaction(s) (Instr. 3 and 4)				
~				Code V	Amount	(D)	Price	(Instr. 5 and 4)				
Common	04/01/2010			M (1)	5,800	А	\$	52,624	D			
Stock							1.32					
Common Stock	04/01/2010			S	5,800	D	\$ 28.5	46,824	D			

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transactio Code (Instr. 8)	Transaction of Derivative Code Securities		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Employee Stock Option (Right to Buy)	\$ 1.32	04/01/2010		M <u>(1)</u>	5,800	(2)	01/01/2013	Common Stock	5,800	

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
HERPICH RICHARD P VALASSIS COMMUNICATIONS, INC. 19975 VICTOR PARKWAY LIVONIA, MI 48152			EVP/ Sales & Marketing				
Signatures							
Linda J. Schalek, by Power of Attorney	04/05/2	2010					
**Signature of Reporting Person	Date	;					

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) This transaction was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person.

The option, representing a right to purchase a total of 100,000 shares, vested in three equal installments on May 5, 2009, July 29, 2009(2) and July 30, 2009. However, pursuant to the terms of the agreement under which the option was granted on January 1, 2009, the earliest the option could have been exercised was July 1, 2009.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.