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VALASSIS Form 4 April 28, 20	COMMUNICAT	TIONS IN	C							
								OMB A	PPROVAL	
FORM	UNITED	STATES		RITIES A			E COMMISSIO	N OMB Number:	3235-0287	
Check th if no lon subject t Section Form 4 o	ger STATEN 16.	AENT OI	F CHAN	NGES IN SECUI	WNERSHIP OI	Estimated	nated average en hours per			
Form 5 obligatio may con <i>See</i> Instr 1(b).	ons Section 17(ruction	a) of the l	Public U	Itility Hol	lding Co		nge Act of 1934 of 1935 or Secti 940			
(Print or Type	Responses)									
1. Name and Address of Reporting Person <u>*</u> Snyder Wallace S			Symbol	er Name an		-	5. Relationship of Reporting Person(s) to Issuer			
			VALA INC [V		MMUN	CATIONS	(Check all applicable)			
(Last) (First) (Middle) 19975 VICTOR PARKWAY			3. Date of Earliest Transaction (Month/Day/Year) 04/24/2008			X_ Director10% Owner Officer (give titleOther (specify below)Other (specify				
(Street)			4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting				
LIVONIA,	MI 48152						Person		sporting	
(City)	(State)	(Zip)	Tab	ole I - Non-	Derivativ	e Securities A	Acquired, Disposed	of, or Beneficia	lly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deema Execution any (Month/Da	Date, if	3. Transactic Code (Instr. 8) Code V	Disposed (Instr. 3,	(A) or d of (D) 4 and 5) (A) or	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Reminder: Re	port on a separate line	e for each cl	ass of sec	urities bene	ficially ov	vned directly	or indirectly.			
					Pers infor requ	ons who res mation con ired to resp ays a curre	spond to the colle tained in this forr ond unless the fo ntly valid OMB co	n are not orm	SEC 1474 (9-02)	

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number	6. Date Exercisable and	7. Title and Amount of	8.
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onof Derivative	Expiration Date	Underlying Securities	D
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)	S

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(Instr. 3)	Price of Derivative Security	(Month/I	Day/Year)	(Instr.	8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)					
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Director Stock Option (Right to Buy)	\$ 12.15	04/24/2008		А		5,000		04/01/2009	04/01/2018	Common Stock	5,000

Reporting Owners

Reporting Owner Name / Address		Relationsh		
1	Director	10% Owner	Officer	Other
Snyder Wallace S 19975 VICTOR PARKWAY LIVONIA, MI 48152	Х			
Signatures				
Linda J. Schalek, Power of Attorney		04/28/2008	3	
<u>**</u> Signature of Reporting Person		Date		
Explanation of Da	onon	0001		

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).

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.

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