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Money Mailer Partners with Cellfire to Deliver Mobile Coupons

Direct Marketing Leader Extends Reach with Mobile Coupons

SAN JOSE, Calif. – June 11, 2008 – Money Mailer, a quality leader in the \$62 billion direct marketing industry since 1979, has formed a strategic partnership with Cellfire Inc., the only nationwide mobile coupon and discount offer service, to deliver mobile coupons in conjunction with Money Mailer’s traditional advertising program for local businesses. Businesses who advertise with Money Mailer can now broaden their reach by extending their traditional direct marketing promotions to the mobile phone. The program, called Money Mailer Mobile, is first launching in select markets this summer in Austin, Baltimore and Suburban Maryland, Northern and Central New Jersey, Orange County, California, San Diego and San Jose..

“As a leader in the space, it was mission-critical for Money Mailer to meet the changing demands of the direct marketing landscape,” said Steven Gray, chief operating officer of Money Mailer. “Cellfire enables us to leverage mobile coupons to help businesses generate a greater response from their direct marketing efforts and provide consumers with a convenient complement to the direct mail savings we have been delivering by mail for the last 28 plus years.”

With the Money Mailer Mobile program, participating local merchant offers will be simultaneously available in the Money Mailer envelope and within the Cellfire mobile coupon and discount offer service.

Consumers can respond to Money Mailer coupons they receive through the mail by sending a text message with the associated keyword to the Money Mailer Mobile short code. Consumers will then instantly receive a text message with the coupon code for the offer in the direct mail piece. Consumers can redeem the coupon by showing the message to the local advertiser.

In addition, Money Mailer consumers will have the opportunity to sign up for the Cellfire mobile coupon and discount offer service to access additional coupons using their mobile phone. New and existing Cellfire users will be able to view and redeem Money Mailer merchant offers available in their local area, as well as other offers presented by Cellfire.

“Our strategic partnership with Money Mailer is a huge win for consumers looking for convenient savings and the local businesses wishing to reach them,” said Brent Dusing, CEO of Cellfire. “Consumers can count on great savings from Money Mailer and Cellfire, and now local businesses can execute a marketing plan that spans print and mobile in one integrated program.”

Consumers access the Cellfire service through an easy to use mobile application that resides on their cell phone or through a mobile web browser. New offers are added frequently, and users can access the Cellfire service at their convenience to discover and use discounts specific to their geographic area. Coupons are displayed in an organized manner that allows consumers to navigate through coupons by category, save the offers they want to use later, or select the offer they want to use immediately. Cellfire users are provided with a unique redemption code that is shown at the time of a transaction. Users simply click on the coupon they want to use and show it to the sales clerk for redemption.

About Cellfire

Cellfire provides consumers with convenient discounts directly on their mobile phones. Cellfire is the first nationwide mobile coupon and discount offer service that allows consumers to easily access deals from brand-name merchants nationwide through their cell phone. Founded in January 2005, Cellfire is headquartered in San Jose, Calif. For more information or to download Cellfire, visit www.cellfire.com.

About Money Mailer

Money Mailer Direct Marketing is a division of Money Mailer - *Entrepreneur Magazine's* #1 advertising services franchise for 2008 and ranked one of *Inc. Magazine's* 5,000 Fastest Growing Private Companies. Money Mailer Direct Marketing is a leader in the \$62 billion direct marketing industry by optimizing direct marketing results through integrated shared mail, one-to-one and interactive solutions. Reaching more than 22 million households through shared mail alone, Money Mailer Direct Marketing is able to accurately target every household the U.S. with integrated solutions using a variety of methods ranging from direct mail to mobile phone advertising. To learn more call 800-416-1713 or visit www.moneymailerdirect.com.