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FOR IMMEDIATE RELEASE

**Money Mailer Announces New Direct Marketing Division:
*Money Mailer Direct Marketing***

*Three Decades of Local and Regional Experience Provides National Customers
Precision with Integrated Direct Marketing Campaigns*

Garden Grove, CA [May 19, 2008] – Today, Steven Gray, chief operating officer of Money Mailer, a veteran leader in the \$62 billion direct marketing industry, announced the emergence of the company's new **Money Mailer Direct Marketing Division**. With the new division, Money Mailer is at the forefront of providing full-service direct marketing solutions locally, regionally and nationally.

Money Mailer Direct Marketing partners with national clients to provide integrated direct marketing to highly targeted audiences, all backed by state-of-the-art analytics.

"Our innovative service and product offerings are all geared towards making it easier for direct marketers to connect with customers and prospects today," added Gray. "Consumers are becoming more selective about how they want to be reached and what they are willing to read, listen to or watch. Our unique integrated shared mail, one-to-one and interactive solutions give us the ability to fine tune our clients' return on their marketing investment by pinpointing customer audiences," said Gray.

To reinforce the new division's strategic focus on creating and executing effective national direct marketing campaigns, *Money Mailer Direct Marketing*

has recently made significant investments in three major analytic areas: tools, data and leadership. The investment provides customers with enhanced demographic, psychographic, consumer expenditure, market potential, trade area, ZIP code penetration and lifestyle segmentation analyses. With advanced statistical forecasting and predictive modeling, clients will have an outline for the potential success of their campaigns. The analytics team at *Money Mailer Direct Marketing* has also developed the m⁵ media mix model™ to analyze the combination of all media used by a client (such as television, radio, the internet and print) to determine the perfect advertising mix.

“We are going full throttle with *Money Mailer Direct Marketing’s* new suite of analytical and integrated marketing solutions designed specifically for our national customers—new and existing,” said Gray. “We will provide our clients with greater precision in all facets of their direct marketing campaigns all aimed at providing a solid return on investment.”

Money Mailer’s three decades of experience in shared mail underscores the company’s experience in direct marketing. Today, it reaches more than 22 million U.S. households. *Money Mailer Direct Marketing* benefits from this deep knowledge and is now leveraging its know-how to provide integrated solutions, ranging from one-to-one direct mail to interactive and mobile phone advertising that are capable of accurately targeting every household in the United States.

About Money Mailer Direct Marketing

Money Mailer Direct Marketing is a division of Money Mailer Franchise Corp. - *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.

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