

Contact: Jamie Izaks, Fishman Public Relations, (847) 945-1300 ext. 228, jizaks@fishmanpr.com



FOR IMMEDIATE RELEASE

25 More Reasons to Open the Money Mailer Coupon Envelope

*A Winner in Every Community to Claim a
\$25.00 Gift Certificate August through October*

GARDEN GROVE, Calif. – July 28, 2010 – This August through October, Americans will make a mad dash to their mailboxes.

Today, Money Mailer announced that it is launching a three-month prize giveaway, awarding thousands of households with \$25 gift certificates that winners can redeem at any of the local businesses advertising in that month's Money Mailer envelope.

"We can't think of a better way to celebrate American consumers. It's been a tough couple of years, and we're excited to bring shoppers and their favorite local businesses together with this giveaway," said John Gramata, Vice President of Marketing for Money Mailer. "Here's a fun way to give each more of what they want – more local savings for consumers and more customers for local businesses."

The promotion comes as Money Mailer celebrates 30 years of mailing its big red, white and blue envelope, bringing communities together coast to coast. For businesses, Money Mailer brings more of the customers they want. For consumers, Money Mailer provides the local savings they want in every mailing and on moneymailer.com, which are packed with discounts from local restaurants, salons, dry cleaners, home improvement services and more.

Awarding winners the opportunity to redeem a \$25 certificate at a business of their choice in the envelope gives consumers the ability to get exactly what they want, on Money Mailer's

tab – while supporting every neighborhood business in the communities Money Mailer serves. The certificates will be randomly inserted into the approximately 45 million envelopes Money Mailer mails during the three months.

“Turning 30 is a great reason for us to celebrate. We’ve been providing consumers with savings at their favorite local businesses for three decades and we’re promising to continue to do that for many more decades to come,” added Gramata.

In its 30th year, Money Mailer enables business to reach consumers wherever they are, however they like to receive savings – in the mail, online and on their mobile phones. Money Mailer mails to approximately fifteen million households through the oversized coupon envelope, reaches more than 30 million consumers online each month through its network of affiliate websites, and connects with consumer on their cell phones, where they receive offers from enrolled businesses of their choice.

Official rules for the giveaway will be on the Money Mailer envelopes mailed during the promotion and are also available at moneymailer.com.

About Money Mailer

Money Mailer, Entrepreneur Magazine’s #1 advertising services franchise for 2010, is a leader in the U.S. direct marketing industry. Money Mailer is part of the sector that is capturing 53 percent of all U.S. advertising expenditures, significantly outpacing traditional advertising. By optimizing direct marketing results through integrated shared mail, one-to-one, and interactive solutions, Money Mailer is able to accurately target every household in the U.S. with integrated solutions using a variety of methods ranging from direct mail and mobile phone advertising to online coupon distribution across thousands of relevant websites. To learn more call 800-Mailer-1 (624-5371) or visit www.moneymailer.com.

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