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## **FOR IMMEDIATE RELEASE**

### **Money Mailer Mainstreams Mobile and Online Marketing for Local Businesses**

*Innovative Direct Marketing Leader Unveils Next Generation of Local Advertising Solutions*

**Garden Grove, CA** – February 2009 – Money Mailer, a veteran local direct marketing leader, is unveiling a new suite of **mobile** and **online** advertising solutions designed to give today's local small businesses a competitive edge in the marketplace. Utilizing advanced technologies and state-of-the-art analytics integrated with traditional direct marketing tactics, Money Mailer is at the forefront of offering full-service, multi-channel direct marketing locally and regionally.

"We have a clear understanding about the urgency in today's economic climate to deliver affordable campaigns that provide a solid return on investment," said Steven Gray, Chief Operating Officer of Money Mailer. "We are thrilled to be in a position to consult with new and existing clients and enhance their traditional direct marketing campaigns with interactive marketing channels that will distinguish their goods and services from the competition."

Enabling Money Mailer to establish itself as the leader in online couponing solutions is its strategic partnership with Coupons, Inc., the world's largest provider of printable coupon marketing and technology solutions. The combination of Coupons, Inc.'s distribution network, powering thousands of websites and an expanding mobile platform, and Money Mailer's reach, which includes thousands of local households through shared mail alone, makes this a welcome partnership for consumers and businesses alike. Money Mailer will be able to increase its circulation by an average 20% using the Coupons, Inc. DigitalFSI™ network.

In addition, Money Mailer's trendsetting **mobile marketing** capabilities allow advertisers to broaden their reach to consumers through "push" (text messages) and "pull" (mobile Web application) technology.

“We have set the standard for effective shared mail campaigns and we are continuing that tradition in the world that today’s tech savvy consumers live in,” added Gray. “Our interactive solutions are fully integrated with print shared mail and one-to-one direct mail, giving local advertisers the chance to touch consumers in even more relevant and timely manners than ever before.”

### **About Money Mailer**

Money Mailer is *Entrepreneur Magazine’s* #1 advertising services franchise for 2009 and is ranked as one of *Inc. Magazine’s* 5,000 Fastest Growing Private Companies. Money Mailer is a leader in the U.S. direct marketing industry, a 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 relevant websites. To learn more call 800-MAILER-1 (624-5371) or visit [www.moneymailer.com](http://www.moneymailer.com).

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