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FOR IMMEDIATE RELEASE

Consumers Tap and Save with Money Mailer Coupons Smartphone Application

Local Businesses Share Savings with Shoppers at Home and On-The-Go

GARDEN GROVE, Calif. – August 12, 2011—Money Mailer, a proven leader in the U.S. direct marketing industry, is enhancing the impact of its famed red, white and blue shared mail envelopes with the launch of an original smartphone application. In just two quick finger taps, consumers can access endless coupons for local businesses through the new Money Mailer Coupons smartphone application, significantly extending the reach of advertisers' offers in the shared mail envelopes through the use of innovative technology.

With Money Mailer's coupon application the 80% of smartphone users engaging in shopping activities on iPhones and Android devices can now easily access special promotions and local deals. Shoppers can navigate through organized categories to discover the coupons of their needs.

The Money Mailer Coupons app offers consumers the option to retrieve coupons near their current location or search within a specific ZIP code. Additionally, consumers can get driving directions and call the business directly from the app.

"We want to make it easier for shoppers to save money on the goods and services they desire anytime, anywhere," said Chris Rimlinger, Senior Vice President of Marketing at Money Mailer. "With the Money Mailer Coupons app, consumers can

carry Money Mailer deals in their back pocket and businesses can capture potential customers as they pass through the area and in between traditional mailings.”

To support the launch of the Money Mailer Coupons app, quick response – or QR – codes are being used on POS materials business owners can place in their stores. By scanning the QR codes with their smartphones, consumers are directed to the app on the Android Market or iTunes, giving them instant access to savings.

“The introduction of the new Money Mailer Coupons application reinforce our commitment to evolve with technology,” added Rimlinger. “We are dedicated to developing marketing channels that benefit both consumers and local businesses. The smartphone app will help countless local businesses increase sales make a lasting impression on the communities they serve.”

For more information, please visit www.MoneyMailer.com or download the application at the iPhone App Store or the Android Marketplace by searching for Money Mailer.

About Money Mailer

Money Mailer, Entrepreneur Magazine’s #1 advertising services franchise for 2010 is also ranked one of Inc. Magazine’s 5,000 Fastest Growing Private Companies. Money Mailer is a leader in the U.S. direct marketing industry, the sector that is capturing 54 percent of all U.S. advertising expenditures, significantly outpacing traditional advertising. By optimizing direct marketing results through integrated shared mail and interactive solutions, Money Mailer is able to accurately target every household in the U.S. with integrated solutions using a variety of methods including direct mail, mobile phone advertising and online coupon distribution across the top coupon destination websites.

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