

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



**FOR IMMEDIATE RELEASE**

**Consumers 'Click' with New Money Mailer Coupon Search Engine**

**Newly Redesigned Site Provides Variety of Benefits  
for Shoppers and Businesses**

**Garden Grove, Calif.** – November, 2009 – Money Mailer is providing consumers more convenience than ever before when it comes to saving on the products and services they purchase from neighborhood businesses. With today's release of the new [MoneyMailer.com](http://MoneyMailer.com) coupon search engine, shoppers have finger tip access to more local savings than ever before in an instant.

Cutting-edge features such as online opt-in for mobile coupons, a virtual version of Money Mailer's envelope, social media sharing and search engine optimization give today's consumers even greater opportunities to save with local businesses when they want and wherever they are – online, on their phones or out shopping.

"Everyone wants to save," said Steven Gray, chief operating officer of Money Mailer. "We want to make it easier for shoppers to save money on the goods and services they want."

Among the many technological advancements introduced on the new [MoneyMailer.com](http://MoneyMailer.com), the site now powers the portals of Money Mailer's strategic online couponing partners, all of which have strong consumer followings. These sites include, Coupons.com, RetailMeNot.com, CouponCabin.com, ShopAtHome.com, 8coupons.com and WebLoyalty.com

The new features on [MoneyMailer.com](http://MoneyMailer.com) are designed to ease consumers' search for savings. In addition to design and layout improvements, which provide for easier site navigation, [MoneyMailer.com](http://MoneyMailer.com)'s enhancements, in more detail, include:

- A '**virtual envelope**' displays all of the ads in Money Mailer's shared mail envelopes for the requested mailing geography
- The ability for consumers to opt-in to individual advertisers' SMS text **mobile coupon campaigns**
- **Sharing** and **bookmarking** of ads with others through **social media** sites such Facebook
- Links to the advertisers' **websites and email** displayed with their online coupon
- MoneyMailer.com optimized for **cell phone** users to browse through easy-to-use text versions of Money Mailer's coupons

For local businesses in communities across the nation, the advanced technology enhancements on the new [MoneyMailer.com](http://MoneyMailer.com) significantly increase the reach of their coupons and include search engine optimization on Google and other search sites. When consumers enter into the search box words such as "coupons" or "savings" along with their ZIP code, Money Mailer's clients appear at or near the top of the search listings.

"Online couponing continues to evolve and we're committed to developing marketing channels that benefit both consumers and advertisers," added Gray. "The online platform helps close the loop for many of the businesses that are already using our shared mail, one-to-one and mobile solutions."

With the introduction of the new [MoneyMailer.com](http://MoneyMailer.com), Money Mailer is reinforcing its commitment to connecting local businesses with the consumers they serve in their communities through traditional (shared mail, one-to-one) and newly developed coupon channels (mobile and online). The advancements made to [MoneyMailer.com](http://MoneyMailer.com)'s coupon search engine come as the company continues to strengthen its leading position in online couponing. Through strategic alliances, Money Mailer has significantly expanded the reach of its customers' coupons to multiple websites.

## **About Money Mailer**

Money Mailer, Entrepreneur Magazine's #1 advertising services franchise for 2009 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](http://www.moneymailer.com).