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FOR IMMEDIATE RELEASE

**Money Mailer Hires Susan Cooper
Vice President of Corporate Markets**

Leading U.S. Direct Marketing Company Adds Accomplished Industry Veteran

Garden Grove, CA [April 21, 2008] – Susan Cooper, a seasoned sales executive with nearly two decades of direct marketing experience, has been hired as Vice President of Corporate Markets with Money Mailer, a veteran leader in the \$62 billion direct marketing industry. In her new role with Money Mailer, Cooper is responsible for building and leading the sales efforts of the company's local sales force within all corporate owned markets.

"I am thrilled about joining the Money Mailer team and building sales teams that are creating new revenue streams to foster unprecedented growth for the company," Cooper said. "I look forward to widening our reach in key markets around the country for our local and regional advertising clients."

Cooper is a skilled direct marketing sales professional with senior-level work experience at some of the industry's largest companies. Prior to Money Mailer, she enjoyed two phases of her career at Harte Hanks Communications/Penny Saver, most recently as Vice President of Inside Sales, from 2003 to 2007, and previously as Regional Sales Manager, from 1990 to 1995. Cooper also worked at ADVO, Inc. and Cox Target Media/VAL-PAK DMS where she held the post of General Manager of Franchise Support.

“Adding Susan to the leadership team is another example of the type of veteran experience and expertise that will help this new division bring customers unparalleled support,” said Steven Gray, COO of Money Mailer. “Susan will be an integral part of our effort to expand our footprint in key growth markets.

Cooper received her Bachelor’s Degree in Education at West Liberty State College in West Liberty, West Virginia and her Master’s Degree in Education at West Virginia University. Cooper currently resides in Irvine, California.

About Money Mailer

Money Mailer is *Entrepreneur Magazine’s* #1 advertising services franchise for 2008 and ranked one of *Inc. Magazine’s* 5,000 Fastest Growing Private Companies. Money Mailer 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 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-Mailer-1 (624-5371) or visit www.moneymailer.com.