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FOR IMMEDIATE RELEASE

AMERICA'S CALL FOR SAVINGS ANSWERED

**Money Mailer Direct Marketing and Coupons.com Partner
to Take Local Coupons Online**

Garden Grove, CA and Mountain View, CA [October 13, 2008] – Money Mailer Direct Marketing, a veteran leader in the \$62 billion direct marketing industry, and Coupons, Inc., the world's leading provider of printable coupon marketing and technology solutions, announced today the formation of a strategic partnership to significantly increase the amount of savings opportunities available online to consumers in communities across the United States. The combination of Coupons, Inc.'s distribution network, powering thousands of websites and an expanding mobile platform, and Money Mailer's reach, which includes 22 million households through shared mail alone, makes this a welcome strategic 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.

"This is a true win-win for all parties," said Steven Gray, chief operating officer of Money Mailer Direct Marketing. "Money Mailer's business clients nationwide are now able to share their savings opportunities with many more local consumers via Coupons, Inc.'s DigitalFSI™ network while Coupons.com's content just got a whole lot more local."

According to a recent Simmons/Experian study, the number of people turning to the web for coupons soared to 38.6 million in 2008, an increase of 13 million people (52 percent) since 2005. Through the strategic partnership, Money Mailer's business clients can tap into this rapidly expanding portion of the online community searching for savings on the web, while Coupons, Inc. is able to populate the sites it serves and its Brandcaster™ promotions network with one of the largest offerings of local coupons available anywhere online or on mobile devices.

"Money Mailer is a perfect partner for us as demand grows for local coupons across our network and as mobile couponing becomes a reality," said Steven Boal, chief executive officer of Coupons, Inc. "By expanding the Money Mailer reach and our online offering, this strategic partnership will generate more revenue for our publishers and greater savings for consumers at a time when they need it most."

Advertisers on Coupons, Inc.'s sites currently include national consumer package goods powerhouses such as Johnson & Johnson, Kraft, General Mills and Kimberly-Clark. This new relationship with Money Mailer now expands Coupons, Inc.'s offerings to include more service-oriented coupons from local business such as restaurants, automotive shops, retailers, and home and professional service providers.

Money Mailer and its network of about 275 franchises across the United States will be actively selling distribution on the Coupons, Inc. network as part of its integrated package of direct marketing solutions available to businesses locally, regionally and nationally.

"With a new online component as part of my business' marketing plan, I am thrilled to have the opportunity to share savings with a greater number of local consumers," said Brett Jandula, owner of the Rosati's Pizza location in Las Vegas. "There is strong potential for increased awareness about the value and quality of my business' products because of the new online coupons."

About Money Mailer Direct Marketing

Money Mailer Direct Marketing is a division of Money Mailer - *Entrepreneur Magazine's* #1 advertising services franchise for 2008 and ranked one of *Inc. Magazine's* 5,000 Fastest Growing Private Companies. Money Mailer Direct Marketing 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 Direct Marketing is able to accurately target every household in the U.S. with integrated solutions using a variety of methods ranging from direct mail to mobile phone advertising. To learn more call 800-416-1713 or visit www.moneymailerdirect.com.

About Coupons, Inc.

Coupons, Inc. is the global leader in interactive coupon solutions, providing clients with complete coupon promotional opportunities that appeal to key customer demographics. The Company's innovative marketing technology solutions help top brands and retailers reach consumers on thousands of Web sites with the most flexible, effective and secure alternative to offline-delivered coupons. Coupons, Inc. clients and licensees include the majority of top consumer packaged goods companies such as Johnson & Johnson, General Mills, Kimberly-Clark, Kraft Foods and Clorox as well as over 100 grocery retailers including Kroger and Safeway. Coupons.com, its consumer website, is the largest printable coupon website on the Internet. Based in Mountain View, CA, the company is a 2008 winner of the Red Herring 100 North America award, recognized as a company leading the next wave of innovation on the Internet. Learn more about Coupons, Inc. at www.couponsinc.com.