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**Money Mailer Direct Marketing Mainstreams Mobile and
Online Marketing for Franchise Systems**

*Innovative Direct Marketing Leader Unveils Next Generation of National, Regional and
Local Advertising Solutions at 2009 IFA Convention*

San Diego, CA – February 14 – 17, 2009 – *Money Mailer Direct Marketing*, a recently created division of veteran direct marketing leader and franchisor *Money Mailer*, is unveiling a new suite of **mobile** and **online** advertising solutions designed to give today's franchise companies a competitive edge in the marketplace. Utilizing advanced technologies and state-of-the-art analytics integrated with traditional direct marketing tactics, *Money Mailer Direct Marketing* is at the forefront of offering full-service, multi-channel direct marketing locally, regionally and nationally.

Franchise industry representatives attending the 2009 International Franchise Association Convention in San Diego, California, February 14-17, 2009, are getting a first-hand look at the innovative programs *Money Mailer Direct Marketing* can deliver its clients.

"With more than two decades in franchising and direct marketing, we have a clear understanding about the urgency in today's economic climate to deliver affordable campaigns that provide a solid ROI," said Godfred Otuteye, president and CEO of Money Mailer. "We are thrilled to be in a position to consult with new and existing franchise industry 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 Direct Marketing* 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 22 million 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 Direct Marketing's* trendsetting **mobile marketing** capabilities allow advertisers to broaden their reach to consumers through "push" (text messages) and "pull" (mobile Web application) technology.

"For nearly 30 years 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 Otuteye. "Our interactive solutions are fully integrated with print shared mail and one-to-one direct mail, giving advertisers the chance to touch consumers in even more relevant and timely manners than ever before."

To reinforce the new division's strategic focus on creating and executing effective direct marketing campaigns, *Money Mailer Direct Marketing* has recently made significant investments in three major analytic areas: tools, data and leadership. The investment provides customers with enhanced demographic, psychographic, consumer expenditure, market potential, trade area, ZIP code penetration and lifestyle segmentation analyses. With advanced statistical forecasting and predictive modeling, clients will have an outline for the potential success of their campaigns. The analytics team at *Money Mailer Direct Marketing* has also developed the m⁵ media mix model™ to analyze the combination of all media used by a client (such as television, radio, the internet and print) to determine the perfect advertising mix.

About Money Mailer Direct Marketing

Money Mailer Direct Marketing is a division of Money Mailer Franchise Corp., *Entrepreneur Magazine's* #1 advertising services franchise for 2009 and one of *Inc. Magazine's* 5,000 Fastest Growing Private Companies. Money Mailer Direct Marketing 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 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 and mobile phone advertising to online coupon distribution across thousands relevant websites. To learn more call 800-416-1713 or visit www.moneymailerdirect.com. IFA Booth #113.

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