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Money Mailer Direct Marketing Orchestrates Local Store Marketing Masterpiece: *Mozart* Provides More Sales for Less Dollars

*Local Store Marketing Made Easy;
Mozart Integrates All Elements of Successful Local Store Marketing*

GARDEN GROVE, Calif. – February 3, 2010 – Money Mailer Direct Marketing has unveiled an instant classic – *Mozart*.

A local store marketing solution composed exclusively for multi-unit businesses, *Mozart* is an innovative platform that easily and affordably drives customer acquisition and retention.

“*Mozart* resonates with neighborhood store owners and their management. It’s a simplified way to touch more customers than ever before in their local market,” said Steven Gray, Chief Operating Officer for Money Mailer. “We are allowing local stores to connect with their community’s consumers at the right time and through their preferred communication channel – mail, online and their phone.”

Whether it’s getting first-time customers through the door and turning them into lifelong fans, or engaging existing customers and compelling them to return, the multi-channel solution breeds customer loyalty. *Mozart* leverages one-to-one direct mail, e-mail, text and voice messaging, personal websites, web-surveys and live agent call centers, to ensure that local businesses have comprehensive marketing coverage in the communities they serve.

Multi-unit brands operating in the restaurant, aftermarket auto care, hotel and beauty industries are among some of the national and regional chains ideally suited to adopt this new local store marketing program. *Mozart* is integrated into store point of sale (POS) systems to automate marketing campaigns. Customized settings can trigger messaging for a wide variety of promotional purposes, including:

- Consumer prospecting
- Sales or special savings offers
- Event-based campaigns
- New customer thank you notes
- Rewards programs
- Routine newsletters
- Surveys

"*Mozart* empowers store owners and management to focus on their business, while the marketing is handled for them. They set up their own rules and the automated technology does the rest for them," added Gray. "We've owned direct marketing locally for 30 years. We're staying ahead of the competition with *Mozart* and helping our clients do the same in their industries."

Along with the incomparable technology, *Mozart* fosters brand continuity. For franchises and other multi-unit businesses, this guarantees that brand messaging, logos, color schemes and design remain consistent systemwide. At the same time, customizable features allow individual businesses to tailor each communication with information such as special discount offers.

The innovative solution comes complete with software setup and individualized account support at the local level. Additionally, Money Mailer Direct Marketing's tracking, reporting and analytic support helps local stores fine-tune campaigns with real-time, monthly and annual data, which feature campaign effectiveness reports, customer satisfaction details and in depth modeling.

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 2010. Money Mailer Direct Marketing 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 such as online and mobile couponing, Money Mailer Direct Marketing is able to accurately target every consumer and household in the U.S. To learn more call 800.893.1595 or visit www.moneymailerdirect.com.

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