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FOR IMMEDIATE RELEASE



**Money Mailer Announces Exclusive Partnership with ePrize
*Interactive Promotions Enhance Direct Marketing Leader's Solutions***

Garden Grove, CA (January 28, 2008)—Money Mailer, a leader in the \$62 billion direct marketing industry since 1979, today announced a strategic partnership with ePrize, the worldwide leader in interactive promotions to help advertisers get and keep more customers combining the power of interactive promotions with direct mail.

This partnership enables advertisers to participate in ePrize's web-based promotions through Money Mailer's one-stop shop of direct marketing services; harnessing the impact of shared mail, one-to-one direct marketing, to drive both store and Web traffic. The Money Mailer and ePrize partnership provides advantages for advertisers and consumers. Advertisers are now able to better target their individual customer's needs while the customers now have a chance at winning a variety of \$10,000 cash prize sweepstakes packages at their favorite neighborhood store or outlet.

"Through this relationship with ePrize, we help our advertisers build brand awareness by helping them engage consumers through interactive promotions and subsequent one-to-one campaigns," said Steven Gray, COO of Money Mailer. "We now offer our advertisers another way to capture customer data and drive sales."

Upon receipt of the Money Mailer envelope, customers see the opportunity to enter the advertiser's sweepstakes online in addition to the advertiser's printed offer. The addition of the online component effectively turns this previously anonymous consumer into an opt-in marketing relationship for the advertiser.

ePrize specifically designed this unique offline-to-online promotional campaign for Money Mailer to provide a simple sweepstakes solution that Money Mailer and its franchisees can use at the local, regional, and national level. The ePrize/Money Mailer promotion campaigns encompass creative design, promotion legal administration and data security. Previously, interactive promotions were cost prohibitive for small-budget advertisers. Now, advertisers of any size can deploy effective, targeted interactive promotions through the Money Mailer and ePrize joint offering.

“Combining Money Mailer’s direct marketing capabilities to initiate consumer interaction with ePrize’s strength of collecting customer data will increase the depth of our services, and significantly boost the volume of responses in our clients’ campaigns, “ said Matt Kates, Vice President of Strategy for ePrize.

Money Mailer and ePrize will provide customers with full service interactive marketing support as part of the program, including dashboard websites and database reporting as well as in-store and online banners.

About Money Mailer

Money Mailer, *Entrepreneur Magazine’s* #1 advertising services franchise for 2008 is ranked one of *Inc. Magazine’s* 5,000 Fastest Growing Private Companies, and is a leader in the \$62 billion direct mail industry. With nearly 300 franchises in 33 states and a national sales force, Money Mailer is committed to its mission, “helping businesses get and keep more customers”[®] by optimizing direct marketing through integrated shared mail, one-to-one, and interactive solutions. To learn more call 800-416-1713 or visit www.moneymailer.com.

About ePrize

As the worldwide leader of interactive promotions, ePrize creates one-to-one relationships between advertisers and their individual customers. With a focus on motivating specific consumer behavior, campaigns range from online sweepstakes to global points-based loyalty programs. Since 1999, ePrize has successfully launched more than 4,000 promotions for 74 of the top 100 brands (as ranked by Advertising Age), including Coca-Cola, American Express, Dell, General Motors, The Gap, Yahoo!, Southwest Airlines, P&G, Disney, and Subway. ePrize has earned numerous awards, including the number-six ranking among the PROMO 100. ePrize’s more than 350 professionals are dedicated to delivering extraordinary service, along with immediate and measurable results. Headquartered in Detroit, the company also has offices in New York, Chicago, Los Angeles, Dallas, and London. For more information, visit www.eprize.com.

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