

Contact: Stacy Rubenstein, Fishman Public Relations, (847) 945-1300,
srubenstein@fishmanpr.com

FOR IMMEDIATE RELEASE

Money Mailer Honored as 2012 World-Class Franchise®
Franchise Research Institute Recognizes Industry Leader in Direct Marketing

GARDEN GROVE, Calif. – Money Mailer, a proven leader in the U.S. direct marketing industry, has been recognized as a 2012 World-Class Franchise®, presented by the Franchise Research Institute.

In its tenth year of providing franchise research, the Institute distinguishes the franchisors based upon independent, third-party research conducted with the company's franchisees. The award recognizes Money Mailer for its overall franchisee satisfaction.

"Everyone on our team is committed to the success of both our franchisees and our company. We understand how crucial it is to have positive relationships with one another," said Gary Mulloy, CEO of Money Mailer. "It is the goal of each of our team members to provide our franchisees with the support and tools they need to grow and thrive. It is an honor to know that our franchisees recognize and appreciate those efforts."

The companies are recognized for their outstanding opening support, consistent communication between franchisor and franchisees, initial and ongoing training provided to franchisees, product/service quality, and dedication to overall company excellence.

"With its extensive preopening training sessions and ongoing support system, Money Mailer has truly proven itself to be a World Class Franchise," said Jeff Johnson, Founder of The Franchise Research Institute/FranSurvey. "With a flexible business model, Money Mailer makes coming to work each day enjoyable for their franchisees."

For more than 30 years, Money Mailer has enabled businesses to reach consumers wherever they are, however they like to receive savings - in the mail, online and on their mobile phones. Money Mailer mails to approximately 17 million households through the red, white and blue oversized coupon envelope, and reaches millions of additional consumers on their mobile phones, MoneyMailer.com, and through its network of affiliate websites.

About Money Mailer

Money Mailer, Entrepreneur Magazine's #1 advertising services franchise for 2012 is also ranked one of Inc. Magazine's 5,000 Fastest Growing Private Companies. Money Mailer is a leader in the U.S. direct marketing industry, the sector that is capturing over 50 percent of all U.S. advertising expenditures. Money Mailer delivers hyperlocal savings to consumers through shared mail, mobile, online and social media, and helps businesses affordably and accurately reach these consumers. For more information, visit www.MoneyMailer.com.

###