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**FOR IMMEDIATE RELEASE**

**Money Mailer Names Gary Mulloy Chairman and Chief Executive Officer**

*Experienced Business Leader and Proven Marketing Executive*

*Taking Money Mailer into New Growth Phase*

**Garden Grove, Calif.** – Money Mailer, a leader in the \$177 billion U.S. direct marketing industry, has named proven marketing executive Gary Mulloy its new Chairman and Chief Executive Officer. Mr. Mulloy will guide all facets of the company's operations, including franchising, sales, production and marketing.

"This is a tremendous opportunity for me, and I am excited to be in this role with Money Mailer," said Mulloy, who most recently ran his own consulting firm, M & M Associates. "Money Mailer has remarkable growth opportunities around its signature shared mail offering. I believe strongly in the power of shared mail."

A proven business leader with more than 15 years of experience as a Chief Executive Officer for public and private companies in the consumer products, marketing services and medical device industries, Mr. Mulloy is past Chairman and CEO of ADVO, which is now part of Valassis. He also served in President and CEO roles for Maybelline and Pilkington Barnes-Hind, a vision care company.

Mr. Mulloy's industry experience and his aggressive outlook on shared mail, positions Money Mailer to further expand its core direct marketing service. "Money Mailer proudly celebrates its 30<sup>th</sup> anniversary this year, and we're

looking at this as an opportunity to grow our shared mail business even more than we have in recent years," added Mulloy.

Earlier in his career, Mr. Mulloy held marketing and sales positions with major global brands and companies, including Gillette, Burger King, Foote Cone and Belding advertising and the Alberto Culver Company. Mr. Mulloy graduated from the University of Illinois with a Bachelor's in Marketing. He pursued advanced studies in finance and business ethics at Boston College.

Mr. Mulloy currently resides in Newport Beach, California with his wife Jodi.

### **About Money Mailer**

Money Mailer, Entrepreneur Magazine's #1 advertising services franchise for the 7<sup>th</sup> consecutive year is a leader in the \$177 billion direct marketing industry. Money Mailer is part of the sector that is capturing 53 percent of all U.S. advertising expenditures. Serving local community businesses, Money Mailer mails nearly 160 million shared mail envelopes filled with local savings to 17 million targeted households through its shared mail envelope each year. Established in 1979, Money Mailer accomplishes its goals by remaining committed to its mission: "Helping Businesses Get & Keep More Customers."<sup>®</sup> Please call 1.800.Mailer.1 (624-5371) or visit [www.moneymailer.com](http://www.moneymailer.com) for more information.