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**FOR IMMEDIATE RELEASE**

**Money Mailer Appoints Direct Marketing Industry Veteran Mike Hiskett to Senior Vice President of Company Operations**

*Seasoned Sales and Marketing Executive to Head Money Mailer's National Accounts and Lead Operations in Corporate Owned Markets*

**Garden Grove, Calif.** – Money Mailer announced today that it has named recognized direct marketing industry executive Mike Hiskett as the company's Senior Vice President of Operations. With more than 25 years of sales and marketing experience, mostly in the direct marketing field, Mr. Hiskett's responsibilities include overseeing national sales accounts and operations in markets where the company owns and operates Money Mailer offices.

"I am thrilled to be in this position with Money Mailer, a clear leader in the industry," said Hiskett, who most recently held the post of Vice President of Sales for PowerDirect's Front-door Marketing and Media Services division. "We have ambitious plans for the foreseeable future and I am excited to be part of growing Money Mailer's footprint nationwide with our signature shared mail leading the way."

An established sales leader in the direct marketing industry, prior to PowerDirect, Mr. Hiskett owned and operated Preferred Media, a media placement and new media technology consulting company. In addition, as part of his 10 years with Valassis/ADVO, he served as Vice President of Sales in the Southwest region, where he managed a team of 125 sales and marketing professionals that generated more than \$270 million in annual sales.

"Mike will be an integral part of the aggressive expansion of our core shared mail direct marketing services," said Gary Mulloy, Chairman and Chief Executive Officer of Money Mailer. "A professional of his caliber is sure to make a lasting impression on our business."

A graduate of the University of Tulsa, Mr. Hiskett currently resides in Rancho Santa Margarita, Calif. with his wife Jane.

### **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.