



FOR IMMEDIATE RELEASE

Money Mailer Raises \$1 Million for Children's Miracle Network

SALT LAKE CITY (January, 2010)—Money Mailer, a veteran leader in the direct marketing industry, announced today that it has raised \$1 million dollars over the past four years for Children's Miracle Network, a children's charity that raises funds for more than 170 children's hospitals.

“We work everyday with local businesses in communities coast to coast. We know there's a need for our support and we are proud to make a difference for our nation's families,” said Godfred Otuteye, president and CEO of Money Mailer. “Giving back to the communities we serve is a high priority and Children's Miracle Network is the perfect charitable partner, since 100 percent of the funds we raise stay local.”

Money Mailer raises funds through employee donations as well as franchisees contributing a portion of their advertising sales to their local Children's Miracle Network hospitals. In addition, the Money Mailer corporate office and local franchisees donate advertising through the shared mail envelope, providing brand awareness for local hospital fundraising events throughout the year.

Children's Miracle Network is committed to keeping funds in the communities where the money is donated, so funds raised by Money Mailer will benefit approximately 150 Children's Miracle Network hospitals across the United States.

“Despite a tough economic climate in 2009, when many fundraising efforts were down, Money Mailer raised \$90,000, contributing to them hitting the impressive \$1 million mark,” said Brian Hazelgren, chief development officer, Children's Miracle Network. “Money Mailer has proven itself an invaluable partner in our mission to save and improve the lives of children by raising funds for the world's premier pediatric hospitals.”

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About Children's Miracle Network

Children's Miracle Network is an international non-profit organization that raises funds for more than 170 children's hospitals. Countless individuals, 90 organizations and 400 media partners unite with Children's Miracle Network hospitals to help sick and injured kids in local communities. Donations to Children's Miracle Network create miracles by funding medical care, research and education that saves and improves the lives of 17 million children each year. To learn more go to ChildrensMiracleNetwork.org.

About Money Mailer

Money Mailer, Entrepreneur Magazine's #1 advertising service franchise for 2010, is a leader in the U.S. direct marketing industry. Money Mailer 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, Money Mailer is able to accurately target every household in the U.S. with integrated solutions using a variety of methods ranging from direct mail and mobile phone advertising to online coupon distribution across thousands of relevant websites. To learn more call 800-Mailer-1 (624-5371) or visit www.moneymailer.com.

Press Contacts:

Chelsie Watts, Children's Miracle Network
cwatts@childrensmiraclenetwork.org
801-214-7400

Jamie Izaks, Fishman Public Relations
jizaks@fishmanpr.com
847-945-1300, ext. 228