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Money Mailer's Hyperlocal Mobile Marketing Empowers Neighborhood Businesses

Local Businesses Drive Sales at Their Fingertips with Opt-in Mobile Phone Texting Campaigns

Garden Grove, Calif. – January 28, 2010 – In a matter of minutes, local businesses can turn a slow sales day into a busy one by tapping into the new Money Mailer Mobile self-service text coupon software.

This software gives businesses, such as neighborhood restaurants, the power to send text messages to their customers on their own during special promotional periods and slow sales days. Plus, routine text messaging serves as an opportunity to have an ongoing, relevant dialogue with consumers which can help build customer loyalty.

"It's amazing how communities have come alive when we've sent out a mobile offer for our clients. Now neighborhood businesses can do it whenever they want," said Steven Gray, Chief Operating Officer for Money Mailer. "Mobile couponing delivers a strong return on investment because it reaches customers who have asked to receive offers and delivers those offers directly to them on their phone. It is extremely affordable and highly impactful. We've seen how powerful it can be to get the cash register ringing."

Money Mailer's mobile text message system delivers real and measurable value to local businesses. For example, a local hamburger restaurant recently integrated

Money Mailer's text couponing with their shared mail campaign and it resulted in a 20 to 1 return on investment.

In addition to sending out the text messages, the mobile platform's software permits real-time opt-in count reporting. Thus, businesses can keep tabs on the number of consumers who have elected to receive mobile messages. And, the software collects data from each mobile text campaign to provide businesses with data on opt-in rates, which helps in fine-tuning future mobile marketing promotions.

"Offering consumers value and savings via their mobile phones, from business they already frequent, grows more popular every day and we're at the forefront of helping local businesses exploit this marketing tool to grow their businesses," added Gray. "Money Mailer's mobile phone program allows businesses to easily build their customer mobile marketing list with minimal incremental expense or effort."

Money Mailer Mobile customers pay no upfront or monthly fees for the software. Costs are incurred only when they push out a text message campaign.

Developed with iLoop Mobile, the mobile marketing technology leader, the new self-service software includes extensive support for businesses from Money Mailer's corporate office.

For more information on the Money Mailer Mobile self-service text coupon service, please call 800-Mailer-1 (624-5371) or visit moneymailer.com.

About Money Mailer

Money Mailer, Entrepreneur Magazine's #1 advertising services 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 relevant websites. To learn more call 800-Mailer-1 (624-5371) or visit www.moneymailer.com.