

Contact: Kendra Cosek, Fishman Public Relations, (847) 945-1300 ext. 247, [kcosek@fishmanpr.com](mailto:kcosek@fishmanpr.com)

**FOR IMMEDIATE RELEASE**



**Money Mailer `Goes Hollywood' – Sponsors Television Star's New Race Team at Indy 500**  
*Jason Priestley's Racing Team Car to Feature Money Mailer Logo*

**City, State (January 30, 2008)** — Money Mailer, a leader in the \$62 billion direct marketing industry and widely recognized as the nation's leading expert in providing marketing solutions for national and local businesses, is moving into the "fast lane" with a fresh, new element to its own brand marketing strategy -- the Indy 500.

Known for its signature red, white and blue shared mail envelope filled with money-saving coupons, Money Mailer has announced it will become a major associate sponsor of the new Rubicon Race Team entry in the Indy 500, owned by well-known actor Jason Priestley and racing industry veteran Jim Freudenberg. The sponsorship will expose Money Mailer's brand to more than 56 million Americans who tune in to watch the largest sporting event of the year- the Indy 500 - where Jason Priestley, now as an owner, will make his entrance back onto the racing scene since suffering serious injuries as a driver following a 2002 racing accident.

"By entering the racing arena as a sponsor, and choosing Jason Priestley's team, we intend to stay ahead of the curve in marketing the Money Mailer brand, just as we advise thousands of businesses around the country to be proactive with their brands through direct marketing," said Steven Gray, COO of Money Mailer. "We're building new exposure for our brand, our national advertisers, our franchisees, and their valued local advertising customers."

Gray joked that while Money Mailer can't fit a race car inside a mailbox, having its logo on a well-known celebrity's race car during a major sporting event certainly keeps Money Mailer "in the fast track" and will be a major boost to its national household awareness.

As a major associate sponsor of Rubicon Race Team, the Money Mailer logo will be detailed on the race car engine cover, nose cone, drivers suit, team uniforms and pit equipment, as well as specialized Money Mailer advertisements during race month. Additionally, Money Mailer will be able to market the likeness of the car, driver and team – providing an added marketing value to its strategic partners and customers.

The team is led by Freudenberg, who has over 20 years experience in motorsports event and team management and veteran racing enthusiast Priestley, who is most known for his role as Brandon Walsh on the hit Fox Television series "Beverly Hills 90210". Indy-based Sam Schmidt Motorsports will be building, preparing and maintaining the #28 car.

"Being a newly launched team, we're honored to have the backing of a leading, recognizable national franchise brand such as Money Mailer," Priestley said. "Having respected name brands sponsor us shows their trust in our leadership and our future potential. Jim and I are truly excited and grateful to all the partners who are supporting our team in this venture."

### **About Money Mailer**

Money Mailer, *Entrepreneur Magazine's* #1 advertising services franchise for 2008 is ranked one of *Inc. Magazine's* 5,000 Fastest Growing Private Companies, and is a leader in the \$62 billion direct marketing industry. With nearly 300 franchises in 33 states and a national sales force, Money Mailer is committed to its mission, "helping businesses get and keep more customers"<sup>®</sup> by optimizing direct marketing through integrated shared mail, one-to-one, and interactive solutions. To learn more call 800-Mailer-1 (624-5371) or visit [www.moneymailer.com](http://www.moneymailer.com).

### **About Rubicon Race Team**

The team was formed in October 2007 by Jason Priestley and Jim Freudenberg with the purpose of entering the 92<sup>nd</sup> running of the Indianapolis 500. Jim Freudenberg has over 20 years experience in motorsports event and team management and will operate the team while his partner Jason Priestley, most known for his role as Brandon Walsh on the hit Fox Television series "Beverly Hills 90210", plans to leverage his passion for racing and celebrity status into a winning combination for Rubicon, its partners and its charitable endeavors. The team has an advisory board of Who's Who in celebrity, professional sports and the business world. To view that board and for more information on Rubicon Race Team and its partners go to [www.rubiconraceteam.com](http://www.rubiconraceteam.com).

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