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**FOR IMMEDIATE RELEASE**

**Money Mailer Hires John Gramata  
Director of Marketing Analytics**

***Leading U.S. Direct Marketing Company Bolsters Analytics  
Capabilities with Industry Veteran***

**Garden Grove, CA** [November 3, 2008] – Money Mailer, a leader in the \$62 billion direct marketing industry, has hired John Gramata as Director of Marketing Analytics. In his new role, Gramata manages a team which utilizes Geographic Information Systems (GIS) and database technologies to conduct analyses and provide information supporting Money Mailer's national network of more than 275 franchise offices and Money Mailer Direct Marketing, a newly formed division that provides national clients with integrated direct marketing to highly targeted audiences backed by state-of-the-art analytics.

Gramata's responsibilities consist of designing tests to measure the effectiveness of marketing campaigns, establishing online mailing area analysis and mapping systems for Money Mailer franchisees and creating complex database models for designing viable mailing zones and franchise territories. His team provides enhanced demographic, psychographic, consumer expenditure, market potential, trade area, ZIP code penetration and lifestyle segmentation analyses. With advanced statistical forecasting and predictive modeling, Money Mailer's clients are provided with an outline for the potential success of their integrated shared mail, one-to-one and interactive direct marketing campaigns.

"With John we are getting a veteran marketing analyst with a proven track record and someone who we can count on to provide great support internally and for our clients," said Steven Gray, chief operating officer of Money Mailer. "He brings a new level of marketing expertise to the organization."

Prior to joining Money Mailer, Gramata spent more than 10 years working for a variety of companies in marketing analytics, specializing in CRM and database marketing. He most recently held a position with Harte-Hanks, Inc., serving as a senior database marketing analyst. Earlier in his career he was a marketing manager with Ditech.com and worked at Gateway Computers, The Marketing Store Worldwide and Young & Rubicam.

"I am excited to bring additional insight to Money Mailer's enhanced analytics and statistics capabilities," said Gramata. "It is an exciting time to join the team and I look forward to helping grow the company."

Gramata earned his MBA degree from National University in 2001 and has a Bachelors Degree in Psychology from the University of California at Irvine.

### **About Money Mailer**

Money Mailer is *Entrepreneur Magazine's* #1 advertising services franchise for 2008 and ranked one of *Inc. Magazine's* 5,000 Fastest Growing Private Companies. Money Mailer is a leader in the \$62 billion direct marketing industry by optimizing direct marketing results through integrated shared mail, one-to-one, and interactive solutions. Reaching more than 22 million households through shared mail alone, Money Mailer is able to accurately target every household the U.S. with integrated solutions using a variety of methods ranging from direct mail to mobile phone advertising. To learn more call 800-Mailer-1 (624-5371) or visit [www.moneymailer.com](http://www.moneymailer.com).

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