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ClipFree.com Launches Local Shopper Loyalty Program

Entrepreneurs bring turn-key relationship marketing to merchants across South Palm Beach County – “Loyalty Marketing for the Rest of Us”

BOCA RATON, FL. [Sept. 23, 2009] – ClipFree.com today invited 3,000 select retailers and service providers in South Palm Beach County to join a breakthrough marketing network aimed at building loyalty among area shoppers.

ClipFree is an advertising and loyalty marketing solution designed to address the specific needs of retailers and service providers, with an easy-to-use marketing program that targets, nurtures and grows customer relationships. The invitations sent out today are intended to bring local merchants into the ClipFree.com community, in anticipation of a consumer launch next month.

“ClipFree.com will be a boon to the hundreds of area retailers and service providers who do daily battle to grow their business,” said Dave Meyer, CEO/President and co-founder of the company.

“We call it ‘Loyalty Marketing for the Rest of Us.’ For the first time ever, merchants will have access to a sophisticated, easy-to-use system that lets them deliver targeted promotions to local shoppers and cultivate loyal relationships,” he added.

Target. Nurture. Grow.

ClipFree combines time-proven cooperative direct mail techniques with a fully-featured frequent-shopper card program and cutting-edge Web-based communications. Its online platform lets merchants attract new shoppers and drive repeat purchases.

ClipFree.com’s intuitive tools let local businesses *target* prospective shoppers in their trading area and deliver compelling promotional offers that can drive them into their stores or offices. They help them to *nurture* shopper relationships by delivering compelling offers through a combination of direct mail and multiple online channels. They help *grow* business, by attracting more customers and providing them with more reasons to return and buy.

These capabilities are delivered through a comprehensive marketing platform which includes targeted direct mail, email, text messaging, and social media campaign tools.

Shopper Cards Next Month

While ClipFree.com signs local business owners to the program it also is making final preparations to distribute ClipFree shopper discount cards to thousands of area households next month. Each card will be imprinted with the brands of up to 22 neighborhood merchants and linked to a consumer Web site where shoppers can register and browse available discounts and promotions from their favorite local merchants.

Track Record of Success

Stu Siegel, Chairman and Dave Meyer CEO/President have had an enviable track record launching successful businesses. They most recently collaborated to create eNeighborhoods, LLC which they built into the nation’s leading compiler of real estate related home and neighborhood information, and sold in 2007.

Siegel is a partner of Sunrise Sports & Entertainment (SSE), the organization that owns the Florida Panthers NHL hockey team and operates the BankAtlantic Center, South Florida’s premier arena, seating over 19,000 guests. He serves as both the Managing Director of SSE and the Chairman of the Florida Panthers Foundation, the philanthropic arm of SSE.

Although ClipFree.com is launching its concept one local market at a time, the business founders have nation-wide aspirations. “The ClipFree.com business model is designed to serve the interests of merchants and service providers in communities across the country,” said Siegel.

Multiple Points of Contact.

In addition to the ClipFree.com Web site, the company has already launched an array of online resources for local business owners and shoppers. All are designed to provide superior access to ClipFree.com services and information:

ClipFree.com Web site	http://clipfree.com
ClipFree blog	http://blog.clipfree.com
ClipFree on Facebook	http://www.facebook.com/home.php#/pages/ClipFreecom/104963698586?ref=ts
ClipFree on LinkedIn	http://www.linkedin.com/companies/420978/ClipFree.com
ClipFree twitter feed	http://twitter.com/clipfree

About ClipFree.com

ClipFree is an advertising and loyalty marketing solution designed to address the specific needs of retailers and service providers. It combines proven direct mail marketing principles with the power of the Internet to deliver an easy-to-use marketing program that targets, nurtures and grows customer relationships. For more information, visit <http://clipfree.com>.

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