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FOR IMMEDIATE RELEASE



Money Mailer Joins Capital One Spring Discount Platform for Small Businesses

Innovative Direct Marketing Program Offers Small Business Owners Exclusive Customer Acquisition and Business Exposure Opportunities.

Rolling Meadows, IL – [MoneyMailerUSA, Inc.](#) (Money Mailer), a 40-year leader in full-service direct marketing and national distributor of local savings and deals, was tapped to participate in [Capital One Spring](#), a growing online discounts platform developed by Capital One to provide meaningful discounts to small businesses on the things they purchase every day.

Money Mailer and Capital One are aligned to help small businesses by offering differentiated discounts and passing the savings on to businesses that typically pay full retail prices. Spring is free for everyone, and members don't need to be Capital One customers to take advantage of the discounts. The deals on Spring are constantly updated and curated especially for small businesses by Capital One procurement experts.

Money Mailer is delighted to participate in Spring and bring meaningful savings on local marketing services to small businesses when they need it most. Spring members can save 50% off a Money Mailer multi-channel marketing campaign, aimed at providing the utmost in local appeal, a strategic move during a critical time for small business owners.

"Our specialty for the past 40 years has been executing marketing campaigns directly to the consumer's mailbox, and for the past 20 years, focusing on supporting the consumer demand that Money Mailer creates through a fully-integrated, digital marketing program. Now with Spring, we get to deliver that same dynamic to more businesses than ever before," said Tom Baber, CEO of MoneyMailerUSA, Inc. The partnership with Spring could not be more perfect as its debut comes at a time when Money Mailer has been implementing their "SAVE local" campaign, consisting of unique, out-of-the-box programs, all designed to support small business owners during their pursuit of reactivating operations. Its mission, similar to Spring, is simple – provide small business owners with unprecedented advertising incentives to help them communicate with consumers in an affordable way.

"We're excited and fully supportive of our new relationship with Capital One," said Mike Mancini, CRO of Local Marketing Solutions Group, Inc, parent company of MoneyMailerUSA. "We have aligned values and a common goal ... to help small businesses thrive across the nation. With Spring, we're now able to extend our unique integrated solution consisting of a combination of digital and direct mail marketing channels, to the greater Main Street America."

As a result of Money Mailer and Capital One Spring, businesses can once again market their business to local customers, but with the peace of mind of an affordable and proven multi-channel marketing solution. To learn more about Money Mailer's integrated suite of marketing products and solutions, visit moneymailer.com.

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ABOUT MONEY MAILER

Money Mailer is a leader in the U.S. direct marketing industry, has been certified for 12 consecutive years as a World-Class Franchise by the Franchise Research Institute and was Entrepreneur Magazine's #1 Business Services/Advertising Services franchise in 2016. Money Mailer delivers hyper-local savings to

consumers through shared direct mail, postcard solo mail, mobile, online email and social media, and helps businesses affordably and accurately reach these consumers. For more information, visit www.MoneyMailer.com

ABOUT LOCAL MARKETING SOLUTIONS GROUP, INC.

Local Marketing Solutions Group, Inc. (lmsg.co) was recently named for the third consecutive year to the annual Inc. 5000. It was formed in 2012 by the executive management team of JGSullivan Interactive Inc. The purpose of the holding company is to continue the expansion of offering the broadest and most efficient marketing and sales solutions to national and international brands that drive revenue through local sales and marketing channels. The company provides marketing automation technology and supporting sales and marketing services capabilities, allowing corporate sales and marketing to control brand image and to ultimately facilitate use of product and service content and materials from national to local channels. Corporate brands include JGSullivan Interactive (Chicago, IL), DuFour Advertising (Sheboygan, WI), KMA One (Atlanta, GA), Webly Guys (Chicago, IL), Godwin (Jackson, MS), Target Marketing (Florence, KY), and Money Mailer (Chicago, IL).

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