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FOR IMMEDIATE RELEASE



MoneyMailerUSA Acquires The Inside Coup

Deal combines two leaders in local marketing to meet consumers' needs for more savings

ROLLING MEADOWS, IL – MoneyMailerUSA, Inc., a Local Marketing Solutions Group Inc. company, has acquired the assets of The Inside Coup, an advertising publisher of a hyper local, direct mail magazine and digital platform impacting small business growth. The acquisition expands the national distribution footprint of Money Mailer, a 40-year leader in full-service direct marketing and national distributor of local savings and deals, in the mid-atlantic, southeast and desert southwest markets.

The Inside Coup is a company that combines a promotional publication with the content and feel of a local editorial magazine and provides business and local events the opportunity to create a powerful identity. The acquisition adds a wealth of talent to the Money Mailer team. David Sliman, The Inside Coup's founder and CEO, will join the Money Mailer executive team as Senior Vice President, Corporate Sales and will report to Tom Baber, CEO of Money Mailer.

“This combination of services and talent will serve to grow Money Mailer's coverage and provide a wide array of channels for companies to reach their customers,” said Tom Baber. “Consumers want companies to provide the means to save them money on their purchases, and Money Mailer is meeting that need and now will provide that to more consumers through an expanded geographic footprint.”

LMSG acquired Money Mailer, based in Chicago, in April 2020. Inside Coup, based in Phoenix, will now be combined into Money Mailer's operations.

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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 THE INSIDE COUP MAGAZINE

The Inside Coup was established in 2011, bringing together the best features of promotional advertising combined with the content and feel of a high-end editorial magazine. As a game changer in the direct mail industry, The Inside Coup represents businesses in a powerful magazine and postcard vehicle to streamline the connection between

local businesses and the community they serve. Circulation areas are specifically designed with the best demographics in mind and the company has expanded its nationwide reach by partnering with local, Franchise Publishers.

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), Targeting Marketing (Florence, KY), and Money Mailer (Chicago, IL).

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