

Media Contact: Karen McJilton; Money Mailer of Fox River Valley; kmcijilton@moneymailer.com; 630-377-4930.

FOR IMMEDIATE RELEASE

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Local Entrepreneurs Honored with Prestigious Recognition Due to Record Success and Sales
Money Mailer of Fox River Valley Leverages Unique Campaign to Receive Awards at Annual Convention

St. Charles, Ill. – Local business owners in Fox River Valley are beginning the New Year with strong momentum following an eventful fourth quarter last year. Money Mailer of Fox River Valley was the recipient of several prestigious awards at its annual convention in December, following the implementation of a unique marketing and sales strategy designed to help local small business owners share their messages with customers.

Owners of Fox River Valley franchise, Mark and Sharon Spero, were honored with multiple awards at the conference, including the President’s Club and Diamond Club awards, along with the Business Marketing Special Achievement award. These awards recognize the Spero’s success and accomplishments at the local level and also within the national franchise system. Celebrating 18 years in operation, the husband and wife team credit their success to a recent focus on new initiatives and digital outreach.

“Mark and Sharon are strong examples of successful, hardworking franchisees who stand out in our system as they remain committed to helping local business owners achieve their goals and objectives through ongoing partnerships,” said Gary Mulloy, CEO of Money Mailer, LLC. “Their continued growth and innovation with their business operations at the local level continues to serve as an inspiration for their fellow franchisees.”

The Speros placed a renewed focus on several new initiatives that provided a boost to their business performance in 2016, with plans to continue them into the New Year. After launching a new website, the team focused on a digital outreach campaign that highlighted video testimonials from local businesses who experienced success after working with the Speros. In addition to the online initiatives, Mark and Sharon developed a series of valuable bundle deals and promotions for business owners to take advantage of, including bonus zones and mailings with multiple purchases, and incentives for semiannual projects. The new initiatives brought on more than 70 new clients.

“Finding new and engaging ways to work with local business owners is always thrilling and meaningful, as we help elevate their marketing plans for continued success,” noted Sharon Spero, who networks with business owners as part of her duties with the local Chamber of Commerce. “Implementing these new initiatives has proven to be successful for us, and we’re positive that other members of the franchise system will follow suit.”

With 195 franchise owners and a presence in nearly 35 states nationwide, Money Mailer offers local businesses a unique portfolio of marketing solutions to reach consumers online, in the mail and via

mobile. The Money Mailer mobile application, which is available for iPhone and Android users, allows consumers to access endless coupons in just two quick finger taps. Consumers can retrieve coupons that are available at their current location or search for all coupons existing within a 25-mile radius. Additionally, consumers can access business profiles containing directions, telephone numbers and email addresses to the store of their choice.

For more information about Money Mailer of Fox River Valley, visit www.moneymailerfrv.com.

About Money Mailer

Money Mailer is a leader in the U.S. direct marketing industry, has been certified as a World-Class Franchise by the Franchise Research Institute and was Entrepreneur Magazine's #1 Business Services/Advertising Services franchise for 2016. Money Mailer delivers hyper local savings to consumers through shared mail, mobile, online and social media, and helps businesses affordably and accurately reach these consumers. For more information, visit www.MoneyMailer.com.

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