

## Introducing 'Get Personal and Save!' – New mobile coupon print opportunity

The People2People Group delivers exclusive personals pages that are published weekly in top major dailies, arts & entertainment weeklies, and community newspapers.

Our print network comprises publications such as The Washington Post, New York Daily News, Chicago Sun Times, San Francisco Bay Guardian and The Boston Herald.

Consumers of the Personals use voice, online and mobile to respond to Personals advertisers. The pages also attract a large spectator contingent. The personals section has become a destination page for newspaper readers and is the perfect place to engage readers in an interactive forum.

### Mobile Couponing:

Now you can reach over 50m readers nationally with just one ad in our new 'Get Personal and Save!' feature.

This dedicated print section within the Personals page offers just 5 advertisers each week the chance to promote sign up to a mobile database that you can then leverage for distribution of promotional offers and marketing alerts via SMS.

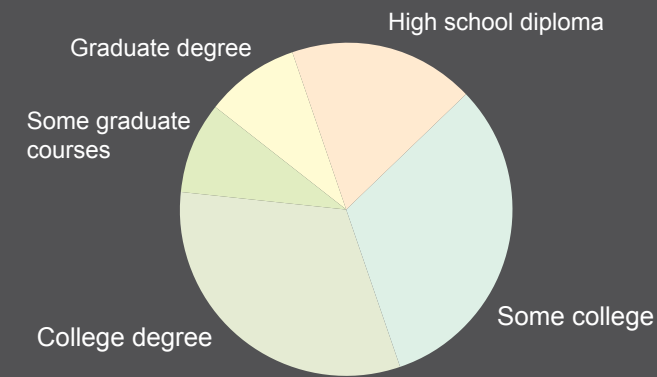


All customer data we collect belongs to you. Owning these opted-in customer cell phone numbers is a goldmine for future promotional use for your brand. We provide all the requisite mobile technology to manage and leverage these databases on your behalf on an ongoing basis.

**Getting involved is easy...** simply contact us to set up a mobile 'keyword' for your campaign. We set up all the tech stuff for you. Then create your mobile coupon print ad and send it to us. We take that one ad and run it across over 200 newspaper print sections nationally ensuring your ad is seen by over 50 million sets of eyeballs.

Pricing: \$10k mobile campaign set up fee (including the first 50k inbound and outbound messages, \$0.04 per message thereafter) + \$5k per week of inclusion in the printed 'Get Personal and Save!'

### Educational background of personals readers



### Professional level of personals readers

