

PR Newswire

Coupons Go Digital; SaverCD Digital Direct Mail CD-ROM Direct Mail Advertising Welcomed by Consumers

PORTLAND, Ore., March 29 /PRNewswire/ -- SaverCD, LLC has successfully completed six quarters of Beta testing its award-winning direct mail paradigm in the Pacific Northwest, and in the process has amazingly received hundreds of pieces of fan mail from consumer homes. SaverCD is now planning its inaugural national quarterly distribution of 15 million \$averCD(R) Digital Direct Mail(TM) CDs into consumer homes across America starting in Q1-2008, free via U.S. Mail.

\$averCD "Digital Direct Mail" is now a proven paradigm, with nearly 3-million \$averCDs having been distributed via U.S. Mail into 400,000 consumer homes since its market introduction in October 2005, thereby successfully serving millions of consumers and more than 700 local and national advertisers in an environmentally sensitive manner. In addition to using the \$averCD CD-ROM to conveniently and securely print and then redeem millions of coupons/ads when a buying decision had been made, eight percent (8%) of consumer homes that received debut editions of \$averCD in 2006 used it to securely go online to co-op advertiser Web sites, purchase products and services, and research added offers.

"We were surprised when the consumer fan mail started pouring in," said William E. Simpson III, co-founder and EVP of SaverCD, LLC. "We are unaware of any direct mail company that sends paper mail to consumer homes, and in return receives consumer fan mail. It's clear that the environmentally sensitive approach that encompasses the \$averCD digital co-op ad platform is timely, and has struck a positive cord with both consumers and advertisers."

To further assist the marketplace in its understanding of true Digital Direct Mail (as opposed to digitally printed paper mail), our president has just published a new White Paper online at <http://www.DigitalDirectMail.com>

Digital Direct Mail as embodied in the unique patent-pending \$averCD product has recently received international acclaim upon capturing double Gold Awards at the 2006 International Davey Awards (<http://www.daveyawards.com>), which is judged by the International Academy of the Visual Arts (<http://www.iavisarts.org>). Competing with hundreds of media and ad agencies with annual revenues/billings of \$20 million to \$25 million or less, \$averCD captured the coveted Gold Awards for the "Direct Marketing" and "Sales" categories.

SaverCD's unique interactive direct mail CD-ROM co-op advertising is redefining CRM and improving ad response rates and return on investment in the direct-mail incentive-advertising coupon industry. \$averCD is the world's first best-of-breeds direct mail paradigm that leverages the best aspects of direct mail, broadcast media and the Internet into one compelling and effective digital CD-ROM platform. \$averCD Digital Direct Mail effectively reaches consumers using computers at home, office and at school in a way that is simultaneously inviting and unobtrusive.

Due to its many unique features and benefits, the exciting \$averCD product has quickly attracted hundreds of leading companies including: AllRecipes.com, Bally Total Fitness, Chuck E. Cheese's, Coastal Farm & Ranch, Enterprise Rent- A-Car, Goodyear, Izzy's, Kasch's Garden Centers, Mt. Hood Meadows, Malibu Raceway, Next Adventure, Oregon Ballet Theatre, Oregon Symphony, Orkin, Papa John's Pizza, Pizza Hut, PGE Park, Portland

Children's Museum, Riverdeep, Rose Quarter, Running Y Ranch, Shilo Inns, Schlotzsky's, Thriftway, Tolovana Inn, UBISOFT and Wilco Farm Stores, among more than 700 advertisers. Advertisers are surprised at \$averCD's capacity to inexpensively present game, software and TV content to consumers, transcending all paper paradigms for branding, trial and consumer acquisition goals, as well as long term retention and CRM.

Recently a very important shift in consumer behavior has been observed:

Consumers now spend more time viewing and obtaining information from their computers than from TV, print or radio. Consumers have largely rejected Internet advertising, pop-ups and spam. And most consumers are unwilling to devote the time and energy to manage and store pre-printed paper direct-mail advertiser offers and coupons, which is why 99% of these coupons and offers end up in the trash. Recent consumer adoption and spending on entertainment technologies that are largely commercial-free, like On-Demand, NetFlix, TiVo, Sirius and XM satellite radio and DVR, is rendering traditional advertising methods less effective and obsolete. \$averCD provides advertisers with many of the same advertising features and benefits that would result from a very expensive traditional mixed-media advertising campaign using TV, print and Internet, while contemporaneously presenting advertiser ads and incentive coupons/gift certificates to consumers in a way that is unobtrusive, easy to manage and use, fun and free to consumers.

The 90-day shelf life of each quarterly \$averCD makes advertiser offers and incentives always available to consumers, so when a buying decision is made, the offer is conveniently at hand, unlike any other conventional ad paradigm known today. \$averCD does not require any Internet connection and therefore, business/consumer relationships can be fully developed using only the \$averCD CD-ROM. However many of \$averCD's features are enhanced through Internet connectivity. \$averCD is thoroughly tested and is certified free of all viruses and spyware and is safe for all computers and safe for kids.

Environmental Savings With \$averCD:

The tremendous over-printing and distribution of pre-printed paper ads and coupons for direct-mail affects the ultimate cost of all advertised products and services to consumers. On a good day, only 1 out of every 100 coupons that are pre-printed and mailed actually gets used and the other 99 pre-printed ad-coupons end up in the trash, and subsequently in landfills. Consumers using that "one coupon" (1/100) to buy the advertised products and services must then end up paying for costs of the other 99 coupons that were pre-printed, distributed and then discarded. These now antiquated advertising inefficiencies create unreasonable costs for wasted materials (trees, paper, ink, energy, industrial pollution, etc.) used in publishing and distributing more than a trillion unused coupons and ads.

With every household in America receiving the equivalent of a truckload of pre-printed paper direct-mail advertising over the course of a year (estimated at 1,200 pounds per household, per year), that adverse environmental impact can be significantly reduced by having a large portion of those paper ads and coupons condensed onto recyclable-plastic CD-ROMs that \$averCD ships quarterly to households. Ultimately, this exciting new paradigm could dramatically reduce demand for paper and the burden upon recycling projects and help to minimize the energy consumption and the environmental impact and pollution from logging and paper mills. These savings could amount to millions of tons of paper annually, saving trees and forests.

We all must now ask the question: why print coupons unless someone will actually use them?

By using the eco-friendly recyclable \$averCD Digital Direct Mail product, consumers only need to print the coupons that they will actually use, when a buying decision is made. Therefore advertisers need not engage in the practice of flooding the market with pre-printed coupons in a shotgun attempt to provide coupons to relatively few potential users.

To learn more about this eco-friendly, cost effective advertising revolution, visit: <http://www.savercd.com> or call SaverCD, LLC at 503-675-6500.

NOTE: SaverCD(R) and Digital Direct Mail(TM) are trademarks of SaverCD, LLC.

