



PRESS RELEASE

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GRATZIECARD™ TO EXHIBIT AT DMA14 AND OFFICIALLY DEBUT ITS GREETING CARDS FOR BUSINESS AS A SMART, CUSTOMIZED OUTREACH SOLUTION FOR PROFESSIONALS

Industry leaders, sales professionals and marketers are invited to GratzieCard Booth #1412 to learn more about winning new business with personalized mailed greeting cards.

CARLSBAD, Calif. (October 7, 2014) – GratzieCard, leader in customized mailed greeting cards for business, will exhibit at the [Direct Marketing Association's \(DMA\) DMA2014 Annual Conference & Exhibition](#): The Global Event for Data-Driven Marketers, which will be held October 25-30 in its hometown of San Diego, California. The Company encourages marketing and sales professionals to stop by GratzieCard Booth #1412 to demo the [gratziecard.com](#) web application and learn best practices for making genuine connections with customers beyond email and voicemail messages.

“When was the last time you were so impressed with a business email or voicemail you received that you saved it? Never, right? GratzieCard empowers you to send important outreach in customized mailed cards that are remarkable and stay on your contacts’ desks – to help you stand out, stay top-of-mind and make genuine connections beyond email and voicemail. When it counts, you need to send a little of yourself,” said Dave Brennan, Business Development Lead with GratzieCard.

In today’s digital world, emails flood inboxes daily and are often blockable, deleteable and unremarkable – and the team at GratzieCard feels people aren’t. With the tagline *Send yourself™*, the product was created for professionals to make better, longer-lasting impressions while also saving valuable time, money and hassle.

In just a few clicks on [gratziecard.com](#), professionals can create a free account and efficiently write and mail one or multiple cards to their contacts at a time. Users can choose from hundreds of gallery-quality photos to feature on cards, or upload their own logos, images and artwork. GratzieCard exceeds other online greeting card sites by providing premium printing and paper quality that’s optimal for professional use. Plus, the product allows users to completely tailor each card with their headshot, contact information, choice of real handwriting fonts, logo, digital signature and more! Once finalized, GratzieCards are printed, USPS-verified and mailed out in envelopes the next business day.

Whether users are in sales, marketing, a creative field or any profession that values business outreach, GratzieCards can be easily created from a desktop, tablet or smartphone. Many professionals have had great success in embracing the habit of sending GratzieCards as follow-ups after face-to-face meetings, thank-yous after product demos, invites to company events and much more.

“GratzieCard worked as a constant reminder to keep Aflac Insurance top-of-mind – and it has helped me to win new business! I now send GratzieCards to all potential clients because I’ve seen the benefits and results of the service,” said Hal Parham, Aflac Agent.

At DMA, the GratzieCard Team will host quick, 2-minute demos and feature plenty of free card giveaways. Along with receiving expert guidance, visitors to the booth will also benefit from GratzieCard’s dual-branded Prize Passport giveaway with its sister company, Modern Postcard. Guests



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may pick up a Prize Passport from either GratzieCard Booth #1412 or Modern Postcard Booth #1511, located across the aisle. Once each passport is stamped at both booth locations, guests must return their passports to the Modern booth to claim instant prizes including: on-the-spot cash prizes, free admission tickets to Modern's downtown party at Bassmnt on October 28, and a chance to win the Grand Prize iPad®. The Companies market the Prize Passport promotion as "a winning adventure that's guaranteed!"

"Following GratzieCard's DMA 2013 debut as a prototype in the Modern Postcard booth, our team is thrilled to officially exhibit at DMA this year," said Christopher Foster, Vice President of Marketing for Modern Postcard. "Professionals gravitate toward GratzieCard because it's something tangible. We've heard that recipients especially enjoy holding the card in their hands and keeping it on their desks. The custom features really add that special something – helping people and the brands they represent to better connect and resonate with their contacts."

About GratzieCard

Greeting Cards for Business. Founded in 2013, GratzieCard is an online service designed to help professionals send customized mailed cards to stand out, stay top-of-mind and make genuine connections beyond email and voicemail. Visit gratziecard.com to create a free account or call 877.228.1297 for a live demo.

About Modern Postcard

Located in Carlsbad, California, Modern Postcard works directly with businesses of all types to help them acquire and retain customers with direct mail, print promotions, data services, email, web, mobile and other proven direct marketing solutions. All creative, design, production, printing, mailing and shipping is managed in-house from the company's state-of-the-art, 75,000 square foot facility. For more information, please call 800.959.8365 or visit modernpostcard.com.

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