



FOR IMMEDIATE RELEASE

**GRATZIECARD™ CUSTOM GREETING CARDS EMPOWER BUSINESS
PROFESSIONALS TO MAKE BETTER CONNECTIONS**

Write and send a message in a professional mailed card – all from your desktop, tablet or iPhone®

CARLSBAD, Calif. (June 18, 2014) – Modern Postcard®, leader in direct mail and quality promotional printing for over 20 years, recently launched its newest online product, GratzieCard. Designed to build and maintain business connections, GratzieCard is a customized greeting card service and essential outreach tool for professionals.

GratzieCard is the efficient way to write and send a custom message in a mailed card to important business contacts as a smart method to help win new business and stay in touch with customers. The service enables today's on-the-go professionals to easily make better connections with one or multiple contacts at a time – whether it's sending follow-up cards after product demos or webinars; sending thank-you cards after trade shows or events; or sending personalized greeting cards to break through barriers and grab the attention of hard-to-reach clients. GratzieCard delivers a longer-lasting impression beyond everyday email and voicemail messages.

“Professionals gravitate toward GratzieCard because it's something tangible. People inherently value a personal touch, a thoughtful gesture of meaningful words and images. We've heard that recipients especially enjoy holding the card in their hands and keeping it on their desks,” said Christopher Foster, Vice President of Marketing for Modern Postcard. “The custom features really add that special something – helping people and the brands they represent to better connect and resonate with their contacts.”

After visiting gratziecard.com, users follow simple prompts to set-up an account, write a personal message and choose or upload the right image for one or several cards. In just a few clicks, users can take customization to the next level with several features unique to GratzieCard:

- Personalize cards with your logo, professional photo and contact information
- Choose from real handwriting fonts, plus upload your actual signature
- Grab attention with gallery-quality photos or upload your desired company images
- Send cards to one or multiple leads with batch upload and list management

After initial set-up, professionals on-the-go can download the GratzieCard App from the Apple® App Store and send cards directly from their iPhones.

Once finalized, GratzieCards are printed, USPS-verified and mailed out in envelopes the next business day via Modern Postcard's in-house mailing system. GratzieCard delivers straight-forward pricing including postage, as low as \$1.99 per card. [Take a tour](#) to see GratzieCard in action.

To learn more about GratzieCard and how it benefits professional communication and outreach, please email info@gratziecard.com or call 877.228.1297 to request a FREE demo and GratzieCard trial. Visit gratziecard.com for general information, pricing and a collection of how-to videos.



PRESS RELEASE

About Modern Postcard

Located in Carlsbad, California, Modern Postcard provides expert direct marketing services, direct mail and printed promotional products, as well as integrated digital solutions. All printing, mailing and shipping is managed in-house from its state-of-the-art, 75,000 square foot facility. The company also offers eco-friendly printing options at competitive prices. For more information, please call 800.959.8365 or visit modernpostcard.com.

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