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FOR IMMEDIATE RELEASE

MetaResponse Group Launches Mobile Marketing Division - MobileMailbox

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Deerfield Beach, FL: **MetaResponse Group** is pleased to announce the official launch of its mobile marketing division, **MobileMailbox** (<http://www.mobilemailbox.com>).

MobileMailbox offers a suite of services that enables consumer marketers to harness the power of SMS text messaging for installed-base marketing activities as well as new customer acquisition programs. Services are presented as a three-step approach, including:

- *Reverse Append Services* – matching on either a home phone number or the postal mailing address, MobileMailbox can populate a consumer house file anywhere from 30% to 40% with cell phone numbers.
- *On-Demand Push Services* – while retaining a sparse version of the appended house file on our secure servers, MobileMailbox offers turnkey push services so that a marketer can easily send SMS messages to their house file on a specific day and time. All back-end technical activities as well as opt-out processing is handled by MobileMailbox. For large-volume clients, a private push platform can be deployed and licensed on a monthly basis, providing the marketer with complete control over their house file campaigns.
- *Prospecting Services* – our data warehouse has over 110mm records complete with postal addresses and cell phone numbers, selectable by age, income, gender, zip, and lifestyle interests which can be used to generate leads and new customers via SMS based campaigns.

“During the early developmental phases, many of our clients, prospective clients, as well as industry colleagues asked us why we started **MobileMailbox**,” states Jerry Whiteway, President. “Quite frankly, the reason was to meet the growing demands by a portion of our client base, as well as to address the media needs from marketers of all types whom we’ve met from our corporate travels, trade shows, and speaking engagements.”

- For more information on **MobileMailbox**, visit:
<http://www.mobilemailbox.com>
- For the rate card on the **MobileMailbox** database, visit:
<http://www.mobilemailbox.com/datacards/dc-mm-master.pdf>
- Follow **MobileMailbox** on Twitter at:
<http://www.twitter.com/mobilemailbox>
- View the **MobileMailbox** services introduction webcast at:
<http://www.youtube.com/mobilemailbox>

About MetaResponse Group

MetaResponse Group is a multichannel marketing company helping organizations identify and reach qualified prospects via direct mail, email, mobile, & Internet-based campaigns. Services include: list management, list brokerage, asset monetization, co-registration, email append, cell phone append, SMS push, SMS prospecting, media plan development, copy consultation, response analysis, merge/purge, data hygiene, database development, online media, and custom marketing solutions.

For more information relating to this press release or to get started with the suite of mobile marketing services from **MobileMailbox**, contact Al DiBlasi at (954) 360-0644, x205 or via E-mail at adiblasi@metaresponse.com.

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