

FOR IMMEDIATE RELEASE

**Money Mailer of Philadelphia Raises \$21, 511 for
Children's Miracle Network Initiative**

Leading direct mail franchise makes a difference for local children's hospitals

Philadelphia, PA (Grassroots Newswire) March 6, 2007 -- As part of a strategic partnership with Children's Miracle Network (CMN), Money Mailer of Philadelphia, a local franchise of Money Mailer Franchise Corp., – a leader in the \$62 billion direct mail industry – helped to raise money that will go to local children's hospitals' efforts.

Money Mailer of Philadelphia was part of the market that contributed \$21, 511 to Philadelphia Hospital for CMN, a non-profit organization dedicated to saving and improving the lives of children. To date, Money Mailer has raised \$442,095 for 170 children's hospitals across North America.

“We are extremely happy to be a part of a region that helped raise money for such a great cause,” said Tom Cimino, owner of Money Mailer of Philadelphia. “Our partnership with CMN has been a great opportunity for us to make a difference with our local children's hospital in Philadelphia. We chose CMN for these efforts because 100 percent of the funds our region raised will stay in our local community.”

Money Mailer raised funds with three themed promotional mailings tied to their spring 2006 (March, April, May) mailings. More than 21 million Money Mailer Miracle Envelopes packed with savings from local businesses arrived at homes throughout the country. Cimino donated a portion of his advertising sales to CMN, thus enabling customers to save money while supporting their local children's hospital.

For more information, please contact Tom Cimino at (215) 279-9081.

About Money Mailer

Money Mailer, Entrepreneur Magazine's #1 advertising services franchise for 2007, is a leader in the \$62 billion direct mail industry. With over 300 franchises in 33 states, Money Mailer serves 195 categories of businesses, mails 189 million envelopes to 21.5 million homes, and services over 30,000 local, regional and national advertisers. Money Mailer is committed to its mission: “To help businesses get and keep more customers and

to help consumers save money every day.”[®] For more information please visit www.moneymailer.com.

About Children’s Miracle Network

Children’s Miracle Network—the alliance of premier hospitals for children—is a non-profit organization dedicated to saving and improving the lives of children by raising funds for children’s hospitals across North America. Each year the 170 Children’s Miracle Network hospitals provide the finest medical care, life-saving research and preventative education to help millions of kids overcome diseases and injuries of every kind. To learn more go to www.childrensmiraclenetwork.org.

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