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FOR IMMEDIATE RELEASE

UPSTART LOCAL MEDIA FIRM REACHES 150 MARKETS

SuddenValues.com, an Internet Based Local Marketing Service Expands from 30 Markets in 10 States to 150 Markets in 35 States in the Last 12 Months.

(Wenatchee, WA – September 15, 2008) SuddenValues.com, a leading provider of Internet-based local marketing services, announced its expansion into over 150 markets in 35 states—a 500% increase over the last 12 months. The company provides a unique three step approach, (an email-based customer loyalty program, a weekly community update and a local website), often at half the cost of the merchant's current solution. Using the service, merchants provide special offers to existing and prospective customers in their community that encourage new and repeat visits to their local establishment. The Service is delivered and supported by local independent Dealers, who implement the services on the merchant's behalf. "We are experiencing a large rise in the acceptance of the Internet as a local marketing vehicle," said Steve Klock SuddenValues CEO. "At the same time, Merchants and consumer are feeling intense economic pressure to cut cost. This environment makes SuddenValues an ideal choice".

The company is expanding at the rate of 10 new markets each month, making it one of America's fastest growing local media firms. Growth is fueled by the recruitment of independent Dealers. Sales professionals, who setup and implement the SuddenValues service for local merchants in their community. "Our expansion plans target Basic Trading Areas (BTA's) in all 50 states, but it's the quality of our candidate pool that is driving where we go next", States Todd Kentnor Director of Recruiting. Most Dealers come from an advertising or business owner background and go through an extensive and on-going training program. "Selling SuddenValues is a lot of fun; the support from the company is amazing and my customers are getting great results. As a Mom, control over my schedule is a huge

benefit—it was a great career move,” states Denise Stephenson, Dealer and former President of a National College Television Advertising Company.

Using SuddenValues, merchants collect the email addresses of their existing customers, with the promise of receiving their updates and specials. These emails are entered into the Merchant’s private database by the local Dealer, who provides the signup cards and a collection fishbowl. In consultation with the Merchant, the local Dealer sends out a branded email update, (often including special offers), to encourage repeat and referral business from their customers twice each month. “Over 15% of all SuddenValues campaigns are forwarded to a friend”, notes Klock. To generate new business, the local SuddenValues Dealer sends a weekly community update to individuals who signed up for the loyalty program at a participating merchant’s establishment. This update contains a list of the most popular offers of each merchant—a cross promotion technique enabling merchants to expose their offers to a much wider audience. With thousands of individuals reading down the list of merchants and offers each week, it’s also an excellent source of branding.

The offering is supported by a local website that exposes the merchant’s brand, offers and key information to local consumers who access the site daily for the latest savings. The local Dealer promotes the site via the weekly community update and other marketing activities. Merchants can track this activity and update their information in real-time via an access point on the local website. “SuddenValues made total sense from the start, I received over 100 redemptions in my first week,” states Kal Farrah, Owner of IHOP in Ann Arbor, MI.

About SuddenValues

SuddenValues.com is a subsidiary of US Online.com, Inc., a private company founded in 1998. The firm is located in the rich hydro electric region off Wenatchee, Washington that is quickly becoming a Mecca for server farms, including the one it shares with Yahoo. The company launched SuddenValues.com in November of 2004, to provide merchants a “new way” to use the Internet to communicate with existing and prospective customers locally. SuddenValues is the core service in US Online Sudden Services strategy and a central component of its mission to “Unite the Connections between Us”.

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