



News Release

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Solar Communications® launches M@il Integrator™ - a tool that allows multi-channel marketers to combine on-line and offline mailing efforts.

Bigfoot Interactive® selected as email partner.

Naperville, IL — July 22, 2002 — Solar Communications, a multi-national marketing solutions provider of print, production and lettershop services, today announced M@il Integrator, a product that gives marketers the ability to seamlessly synchronize on-line and off-line campaigns. M@il Integrator combines the convenience of on-line mail strategies with the stability of off-line direct mail, enabling multi-channel marketers to save money, while maximizing customer relationships.

M@il Integrator allows marketers to deploy on-line and off-line campaigns simultaneously, or in accordance to their specific campaign need. To complement Solar Communications' capabilities, they have selected Bigfoot Interactive's email communications technology platform to power the online delivery of M@il Integrator.

By using complementary mail channels, marketers can begin to test the effects of one channel on another, forge and strengthen relationships across channels, and begin to understand how their customers would like to be communicated with. M@il Integrator will transfer off-line creative into effective online campaigns, deploy the multi-channel campaign, as well as collect responses for back-end fulfillment. With over 50,000 square feet of climate controlled warehouse space, Solar Communications can fulfill nearly any offer - seamlessly - without the marketer ever having to send inquiry files.

"When speaking with our clients, we continually heard the request for a solution that would effectively integrate on-line and off-line mail," said Frank C. Hudetz, Chairman/CEO, SolarCommunications. "Combining our expertise in the off-line arena, with Bigfoot Interactive's expertise in the on-line arena, undeniably makes this a powerful and market leading product for multi-channel marketers," added Hudetz.

An increasing number of companies are employing cross-channel marketing to help enhance results and improve customer relationships. A recent survey from AMR Research found that 61 percent of marketers who utilize follow-up tactics -- such as direct mail or telemarketing -- to complement email campaigns reported a lift of between five and ten percent in response rates. Six percent of those surveyed said response increased by 15 percent or more.

"Email has become a growing and essential part of the marketing mix due to its efficiency, speed and effectiveness. We're excited about powering the email component of Solar Communications' new multi-channel solution as marketers continue to generate impressive results from fully integrated marketing strategies and programs," said Al DiGuido, CEO, Bigfoot Interactive.

About Solar Communications, Inc.

Solar Communications (www.solarcommunications.com) is a multi-national leader in marketing and production services, allowing companies to increase response rates on direct and promotional campaigns. Established in 1961, Solar Communications has five offices worldwide, and three production facilities. Solar Communications maintains three driving principles: to provide unparalleled services to clients and prospects through world class quality in every service; to continuously innovate and improve products and services; and to provide personal growth for their employees and shareholders. Solar Communications is an ESOP (employee stock ownership plan) corporation.

About Bigfoot Interactive

Bigfoot Interactive (www.bigfootinteractive.com) is the leading provider of strategic, ROI-focused email communications technology and services. Through its combination of innovative technology, professional services and vertical market expertise, Bigfoot Interactive helps marketers acquire, grow and retain profitable customer

relationships through highly relevant and personalized email communications. The company's end-to-end suite of industry-specific products and services includes scalable email delivery technology, strategic consulting, database management and integration, and creative expertise to produce email programs that generate measurable results throughout the customer lifecycle. Since 1997, Bigfoot Interactive has developed successful permission-based email programs for more than 150 top companies, including MCI Worldcom, The Washington Post/Newsweek Interactive, World Wildlife Fund, Alitalia and TIME Magazine. The company also works closely with key strategic and channel partners, including Acxiom(r) Corporation, Grey Direct and Vertis. Privately held and based in New York, the company's investors include JPMorgan Partners, Flatiron Partners, Hudson Ventures, Grey Ventures, HPJ Media Ventures and Syndicat Technologies.

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