

## **Solar Communications Introduces PURL Service**

*Deal with MindFireInc enables large volume direct mailers to prompt online response*

**Naperville, Ill. October 16, 2006** — Solar Communications announced today it will create and manage personalized landing pages for clients that want to connect their direct mail promotions to Web site response pages. The new service will leverage the direct marketing industry's leading PURL (personalized URL) technology developed by MindFireInc, and will also enable Solar Communications to track results and to direct leads to its clients' sales organizations.

According to The Direct Marketing Association, more than 30 percent of consumers who receive direct mail offers prefer to reply to them online. Personalized URLs route direct mail recipients to individualized landing pages the present customized offers, messaging and even creative.

“PURLs represent a critical conversion strategy for direct mailers as a growing segment of consumers prefer to shop online,” said Frank Hudetz, Solar Communication's chief executive officer. “MindFireInc's solution stands out above the rest because of its powerful lead tracking and campaign measurement capabilities. In addition, MindFireInc will work with our sales team to take the solution to market.”

Through the new PURL service, Solar Communications will:

- Generate Personalized URLs for each individual record in a mail file
- Personalize responders' initial online visit with variable data and images
- Set marketing triggers to flag important responder preferences
- Profile responders based on their preferences and obtain key qualifying information
- Generate reports that track campaign effectiveness
- Route leads to the appropriate representatives via multiple communications platforms, including CRM, email, cell phone and pager

“Solar Communications can now help its clients provide a virtual private screening of a highly targeted marketing offer,” said Joe Manos, an executive vice president with MindFireInc. “The contract with Solar Communications is significant since it represents the growing adoption of PURLs by large-volume mailers. We're excited to work with such an industry leader in the effort to use the Internet to increase direct mail response.”

Solar will roll out the new service immediately.

### **About Solar Communications**

Solar Communications® ([www.solarcommunications.com](http://www.solarcommunications.com)) combines the insight of a marketing partner with the production capabilities of an experienced printing, packaging, mailing and fulfillment specialist. A full service direct mail provider, we understand the need to break through the clutter, and have designed innovative solutions designed to meet our clients' marketing objectives. Solar Communications has more than 45 years of

experience creating and executing successful campaigns and is an ESOP (employee stock ownership plan) corporation.

**About MindFireInc**

Since 1999, MindFireInc has been the leader in helping marketers link the impact-power of direct mail with the interactive capabilities of the Internet. MindFireInc's flagship product, LookWho'sClicking™, is a web-based application suite that automates the creation, management, and tracking of Personalized URLs and VIP Landing Pages. The company delivers LookWho'sClicking™ through its expanding network of Solution Partners, which are typically print service providers, agencies and consultants. With offices in California and Asia-Pacific, MindFireInc is a privately held company led by a seasoned management team with proven industry success. For more information, please visit { HYPERLINK "http://www.mindfireinc.com" }.

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