

*Periodical Publishers' Service Bureau, Inc.*

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a unit of **HEARST** corporation

**PPSB**  
**NEWS**

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**PERIODICAL PUBLISHERS' SERVICE BUREAU, INC. ANNOUNCES  
INNOVATIVE MAGAZINE LOYALTY LABEL PROGRAM  
IN EXCLUSIVE PARTNERSHIP WITH  
C2 SUBSCRIPTION SERVICES**

**FOR IMMEDIATE RELEASE**

**Sandusky, Ohio – September 4, 2007.** Periodical Publishers' Service Bureau, Inc., (PPSB) a unit of Hearst Corporation, today announced a strategic partnership with Cooper-Cockerham, Inc. and its C2 Subscription Services Division for the sale of its "magazine closing" gift program.

The magazine closing gift is a "business-to-customer" subscription gift program to say "thank you" to customers, request referrals and retain valued clients. This unique product was first introduced to the real estate and mortgage industries in 2001. The program will be offered by agents representing PPSB's American Publishers (AP), Budget Reading Service (BRS) and Paid-During Service (PDS) divisions under MyLoyaltyLabel.com.

"We are delighted to be able to offer this innovative product from C2," said Richard Hasselbaum, president and CEO of PPSB. "We continue to add comprehensive tools and services for our independent sales agents to grow their businesses. Additionally, we will focus our marketing efforts on entrepreneurial-minded individuals outside our current agent network."

"PPSB is the right partner for us to expand our business into new sectors--particularly automobile dealerships or any business for that matter--that appreciate the value of customer retention and the impact that it has on the bottom line," said Frank Collins, Director of C2 Subscription Services.

**About PPSB:** In operation since 1910, PPSB is a wholly-owned subsidiary of Hearst Corporation and is the oldest and largest Paid-During-Service subscription agency in the United States serving more than 75 publisher clients. Through its Budget Reading Service, Dynamic Response Concepts, Licensing and American Publishers divisions, PPSB's services include PDS and Cash Field subscription sales, school and charitable fundraising, inbound and outbound telemarketing and customer service, sweepstakes and contest management, product fulfillment, data entry and web-based order processing.

**About Cooper-Cockerham and C2 Subscription Services (C2):** C2, Inc., is a knowledge-based marketing and communications company in High Point, NC.

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