



MYLOYALTYLABEL.COM

Increase The Loyalty Of YOUR Customers!

PPSB INTRODUCES MY LOYALTY LABEL... AN EXCITING NEW MARKETING & REVENUE TOOL!

PPSB, Inc. is pleased to announce a dynamic and innovative marketing and revenue tool for you to add to your business sales portfolio!

PPSB has entered into an agreement with C2 Subscription Services for the sale of its unique customer retention program, the Magazine Closing Gift.

Since 2001, C2 has marketed the Magazine Closing Gift to the real estate and mortgage loan industries. The product has proven itself to be an effective, affordable and easy to use marketing tool.

The Magazine Closing Gift, which PPSB has re-branded as My Loyalty Label, features 16 Hearst titles which merchants may send to key customers as a "Thank You" or closing gift, as well as, to use as a referral or prospecting tool.

However, this innovative program is much more than just a complimentary magazine subscription. A customized Loyalty Label is placed on the front cover of each and every issue. This Loyalty Label is customized with the name of the sponsor/merchant, company logo, phone number, and a customized message. See the attached flyers as a summary of the program.

Customer retention and loyalty is something that every business strives for and with My Loyalty Label you finally have a program that can deliver!

My Loyalty Label is a turn-key program that you will find easy to sell and even easier to administer. It features:

- Online 24/7 service
- No inventory for you to manage or deliver
- Toll free telephone help line
- Your own web site URL for protection of the business you create

Find out more about My Loyalty Label by visiting our site...www.myloyaltylabel.com or call Doug Brown at 419.621.4307 or by email dougbrown@hearst.com.