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**AIS Media Announces That Price of Email With Excerpto Mail Remains Steady At About A Penny An Email Despite Postage Increase on May 12th**

*At About \$0.01 Per Email Sent Versus \$0.42, the Cost Gap Between Email Marketing and Postal Continues to Widen Company Has Not Raised Rates Since Launch Of Excerpto Mail*

**/24-7PressRelease/** - ATLANTA, GA, May 11, 2008 - AIS Media, Inc. announces that the cost of sending emails for businesses using Excerpto Mail, AIS Media's mass email system, will remain at about a penny per email sent despite the cost of postage stamps rising by a penny to 42 cents on May 12, 2008. Excerpto Mail is a permission-based email marketing solution used by businesses worldwide. While the cost of first class postage has been rising annually over the past several years, causing many small businesses to cut back on direct mail for marketing purposes and other business use, the cost of emails through Excerpto Mail has remained at about a penny per email since its inception.

The current postal rate increase which goes into effect this coming Monday, occurs at a particularly harsh time for small businesses who are already facing uncertain times due to the continual increases in oil and the declining dollar amid concerns of a worldwide recession. Indeed, postage outside of fuel costs is one of the major expenditures for most businesses.

"One of the constant expenses for the majority of small businesses, and one of the most essential, is marketing," said AIS Media CEO, Thomas Harpointner. "The rising cost of postage annually is forcing many businesses to cut back on direct mail and seek alternative methods of communicating with their customers. That's why we developed Excerpto Mail. Email marketing is in many ways more effective and significantly less expensive than postal mail," continued Harpointner. "I am proud to say that AIS Media has not raised the cost of emails with Excerpto Mail and we have no intentions to do so because we understand that businesses need a way to communicate with their customers in a timely and cost-conscious manner."

Email marketing is being used by a growing number of businesses in reaching consumers and businesses. From the Super Bowl ads to ads during the NBA finals to Fortune 500 Companies, businesses are using components of email marketing that smaller businesses could use and integrate for their own campaigns as a cost efficient measure. The number of businesses that are using postage for direct mail is decreasing at a rate of 14% annually with many smaller businesses blaming the high cost of postage as the reason and the inability to track results as the major factors. Indeed, email marketing in 2008 is expected to grow by 5.1% totaling over \$1.2 billion. During the holiday season in 2007, retailers increased their use of email marketing by 17%. Excerpto Mail is attracting new businesses because of its cost-efficiency and the ability of businesses to track results in real time at a cost of only about a penny per email sent.

Founded in 1997, AIS Media is an award-winning digital marketing and web services company. The company has developed a suite of Web-based applications under the proprietary "Excerpto" brand, which focuses on email marketing and e-commerce. AIS Media's comprehensive suite of professional web services include web site and software development, transaction processing, managed hosting, search engine optimization and Internet strategy consulting. AIS Media's solutions are available directly and through its global network of certified partners. For more information, visit: [www.aismedia.com](http://www.aismedia.com).