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Direct mail expert creates fast-growing multi-million dollar company

PostcardMania wins 3rd year in a row the Fast 50 List... Tampa Bay's most sought-after business list featuring the fastest-growing privately held companies for 2008. PostcardMania CEO, Joy Gendusa, tells how she did it in an exclusive audio interview.

/24-7PressRelease/ - CLEARWATER, FL, July 01, 2008 - The Tampa Bay Business Journal announced yesterday its Fast 50 ranking of the fastest-growing privately-held companies in Tampa Bay. The ranking is based on percentage of annual growth over a three-year period (2005, 2006, 2007). PostcardMania CEO, Joy Gendusa, whose company is a third-time honoree, says the list has become more prestigious with the revenue verification process done by accounting firm, Kirkland, Russ, Murphy & Tapp.

Joy Gendusa, a sought-after marketing expert, bootstrapped her way to success in the spirit of true entrepreneurialism, creating PostcardMania - the fastest growing direct mail postcard marketing firm in the nation, recognized nationally by Inc Magazine. Joy began PostcardMania in 1998 with no capital injections of any kind, only a computer and a phone. Almost ten years later, Joy is still sole owner of the Clearwater, Fla. firm that boasts a revenue of nearly \$19 million dollars, employs over 150 people, and weekly prints 4 million and mails 2 million postcards representing 28,000-plus customers in more than 350 industries. Gendusa's story lies in how she did it:

- 1) without a formal education,
- 2) never taking a dime of investment capital and
- 3) by using only direct mail to grow her company in its formative years.

The story of her success was recorded in a one-hour interview, exclusively for aspiring entrepreneurs to help them grow their own businesses and can be heard at <http://www.postcardmania.com/marketing-articles/marketing-audio/interviews/> Gendusa will be at the Fast 50 awards luncheon, which is scheduled for 11:15 a.m. on July 17, 2008, at A La Carte Event Pavilion, 4050 Dana Shores Drive, Tampa.

Side Note! There's a new tool for the MEDIA to help find experts, content for stories, etc. A great resource for building articles: www.HelpAReporter.com/press/ Enjoy!

About PostcardMania, Inc

Using a powerful, simple, extremely cost effective way of communicating with customers has earned PostcardMania Inc Magazine's recognition as the nation's fastest growing direct mail postcard-marketing firm with year 2007 revenues at nearly \$19,000,000. Joy Gendusa began in 1998 with zero investment capital. Today, her postcard marketing firm employs over 160 people and prints 4 million and mails 2 million postcards representing more than 28,000 customers in over 350 industries each week. Visit www.postcardmania.com

If you would like to interview Joy Gendusa, CEO of PostcardMania, please email PostcardMania's VP PR, Karla Jo Helms at karla_jo@postcardmania.com or by calling 800-628-1804 x 342.