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Despite economy direct mail postcard company hits #40 on Tampa Bay's Fast 50 List

Despite the economy, PostcardMania made the Fast 50 List, 3rd year in a row - the most sought-after business list of the Tampa Bay Business Journal - featuring the fastest-growing privately held companies in the area.

/24-7PressRelease/ - CLEARWATER, FL, July 24, 2008 - The Tampa Bay Business Journal feted PostcardMania among 49 others at their annual awards luncheon last week for making the Fast 50 List - the list of the fifty fastest-growing privately-held companies in Tampa Bay. PostcardMania made #40 on the list for its 41% growth, the ranking based upon the percentage of annual growth over a three-year period (2005, 2006 & 2007). The financial verification process was done by the 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 revenues of nearly 19 million dollars. 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/>

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.

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