

THE COUPON COUNTRY STORY

Many of you have asked how Coupon Country got started. Well.. It all began over 30 Years ago as a struggling school kid trying to get by. They sold 'Funny Money' coupon books on campus which helped pay for many a college meal. Direct mail or bulk mail, where one could mail over 250 pieces and get a postal discount, was still in its infancy. 'Marriage mailings' like Coupon Country didn't even exist. In the late 70s we contracted with College book stores to offer free book covers in exchange for letting us put advertising on them and a strip of tear-off coupons down the side. But BurtKaufman BookCovers was seasonal, and prertty limited to local fast food, records and clothing, limited cateogories wherein students spent their money. Radio sales was pretty specialized and not an easily trackable medium. Newspaper and magazine ad sales was only a little more successful. We tried it all. Then there was a guy in San Leandro CA somebody told me about. He was getting together a number of businesses into a *crummy(if you will)* single color book with black ink on green pages. I can still see it . He only mailed 3,000 a month. But that was the beginning. I liked the idea in that a business could save greatly on the previously prohibitive postage cost by combining with other businesses, thereby paying only a fraction of what it would cost to do a solo mailing.

The alliterative 'Coupon Country' name just came to me one day. After setting up shop in 1980, I remember it taking two weeks before I made my first sale, to LaVal's Pizza on Euclid in Berkeley (still lthere). It was mainly a case of educating people on a new advertising platform, direct mail coupons or 'marriage mailings or co-op mailings' as they were called back then. Once people finally signed up they usually came back again and again, seeing the very trackable and significant results. (I remember Burger King in Danville getting over 100 coupons a day for weeks, off a single mailing. A coffee shop in El Cerrito got over 1,000 coupons in a weekend when we forgot to put the '2 for 1' and only had 'FREE Entree.'

Those were learning experiences. We lost \$10,000 that first year but we knew we were on track. **Meanwhile, other so-called competitors like Val Pak were coming into the market. After having established some key accounts, I was talked into jumping ship to Trimark in 1981. Trimark, with later became Adworks and then 'SuperCoups' was basically a spin-off of Valpak. I liked the originality and effectiveness of the Coupon Country book format, unique staggered mailing schedule and other features... So, always the entrepreneur, I took back my accounts in 1982 and reestablished Coupon Country as the aforementioned coupon BOOK, not the envelope we began with.**

I remember sitting around the dinner table back then with the family stuffing envelopes. They helped persuade me to try the booklet format. There was a nw collating machine that was supposed to do it all in one - cut collate amd bind from '3-up- printing. Oh , the printers... Nobody was really set up to do coupons back then. One printer was actually a beer maker in San Leandro who convined me to have him use his label maker to print not as books but as three-fold tabloids with 12 coupons over two sheets. It wasn't a bad idea, on paper, as the job was all-inclusive- no need for additional inserting and collating. My parents loved the idea , too. Only problem was that the print quality was less than quality. I remember blue powder they used in printing then all over everything. Also, through this experience we learned there was nothing as

good as a one-up, free-standing coupon - not competing for attention with other ads on the same page. We never experimented again. Coupon Country remained in pretty much the same booklet format -albeit with some unusual cover designs - over the years until today, thirty years later.

Over the years, despite the naysayers, we saw steadily growing businesses. Direct Mail has always been regarded as the 'direct line' most cost-effective advertising, though very costly, until our marriage mail concept came along. One can target mailings to specific areas rather than advertising in large media which go way beyond their target markets.

And that's why, 30 years later, the internet is becoming so effective. One can target, with keywords and SEO (Search Engine Optimization) or Pay Per Click Advertising and internet marketing is a lot more affordable than the previous top media, TV, radio, newspaper and phone book directories.

Today Coupon Country enters a new decade and a new era proudly offering the Top 2 Rated Ad Media (Ad-ology), Direct Mail and Internet Advertising. Learning a new advertising platform, that of SEO, has been like starting all over again 30 years later. But, we find it very exciting to be on the forefront of this new marketing platform as we were in 1980 when direct mail and marriage mailings took the advertising world by storm. We have spent countless hours this past year, during a down economy, learning the ropes to SEO. It's an ongoing process of which we plan to stay on the cutting edge. Where else can you get target mailings and pretty much be guaranteed a front page Google search for one low package price???

Only at Coupon Country and YellowPagesCoupons.net.

So, call it 2-in-1 Marketing, or even 2-FOR-1. We strongly believe we can now offer the very best, full-service marketing for the lowest prices as we continue on THE ROAD TO SUCCESS. See you there! Reserve space now for NEXT coupon mailing - we mail 20,000 every two weeks - and get FREE Coupon Page and No. 1 Page Rank on Google on other Internet Searches - rated Top 2 ad media (Ad-ology) all for one low cost. Celebrate 30 Years of Coupon Country and Join the Road to Success * FREE Famous Road To Success Poster with any consult.

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