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8% Response for CPCU, 6% for Stonebridge Life, 4% for IMS Delivered By ON-CARD Direct Mail Solution; Free Test Campaigns Available to Innovators in Untested Industries

DELRAY BEACH, Fla. --(Business Wire)-- Aug. 8, 2005 -- Tests of ON-CARD across different industries are producing remarkable results. Mailed in July, Carolina Postal Credit Union's campaign is at 8% response. A mailing for International Merchant Services, also dropped in July, is pulling 4%. Earlier this year, Stonebridge Life Insurance Company tested ON-CARD, grabbing 6%.

IMS, an award-winning merchant services provider, first tested 50,000 ON-CARDS for its B-to-B prospecting program. Outperforming the company's previous control by 500%, ON-CARD is IMS's new control.

CPCU is using ON-CARD to promote member retention. The credit union mailed 4,000 cards to a house list, receiving 8% response in just 20 days.

Stonebridge Life, a member of the Aegon Group of Companies, sent 20,000 cards in February to test ON-CARD as a lead generator. Six percent of recipients responded; 4% of respondents completed a 10-question screening process, answering questions about their insurance needs.

For a limited time, ON-CARD is offering free test campaigns to innovators in industries where ON-CARD remains untested. The free test campaigns include 10,000 ON-CARDS and online response reports. Direct marketers should call 800-243-8440 or visit <http://www.on-card.com> to inquire about the free test campaigns.

On all campaigns, each ON-CARD offers a gift card with 30 minutes of free long distance. To receive the gift, recipients must respond by calling a toll-free number or by visiting a web page. During the response process, marketers make their offers. On the IMS and Stonebridge Life campaigns, live operators handle calls. Phone responses to CPCU's cards are processed with IVR. Web response pages are customized for each client.

Doug Wenger, ON-CARD's VP of Sales, attributes ON-CARD's success to dialogue. "People respond to ON-CARD because it's a gift with no purchase required. Receiving a gift provides instant gratification and makes prospects receptive to marketing and sales messages. Innovators are using ON-CARD to dialogue with prospects and make relevant offers on the spot."

In March of 2005, ON-CARD introduced cost-per-response pricing to direct mail, billing only for responses and allowing marketers to choose the cost of responses. The unique pricing model forces ON-CARD to partner with its clients to produce the highest possible response to their direct mail campaigns.