

# Press Release: Park City Local Card

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**Slant Media Group** of Park City, UT today announced the results so far for the month of January 2009 regarding the **Park City Local Card** launch, **Local Card** business registrations and the latest updates with regard to registered Local Cards by local residents in Park City.

*"To say we are pleased with how the January Local Card launch went, or how Park City has fully embraced this Local Card is an understatement, we're ecstatic!"* said **Glenn Cogan**, Slant Media Group's President, CEO and the creator of the Local Card Program. **Cogan added**, *"I knew if we took the time to think this card and all of its functions through well into the future and if we also took the needs of Park City Locals and local businesses into consideration, then package it all into an attractive card [The Park City Local Card], we'd have a hit on our hands; pricing it affordably for local businesses is the icing on the cake!"*

A Slant Media Group spokesperson said, *'Since we mailed out 15,000 cards to Park City zip codes 84060, 84098, 84068 in the first week of January, we've seen nearly 4,000 cards registered'*, the spokesperson added, *'We're seeing an average of 30-50 new card registration every day, or approximately 350 new Card Holders per week, and we enroll 3-7 new businesses each week!*

*"I'm quite pleased with the outcome of our launch and with the number of registered Card Holders we have so far in just the first 3-4 weeks since mailing the Local Card"*, said **Cogan**, and he added, *"When one takes into consideration that we ushered in a New Year, a new President, and Sundance came and went all in the first 3 weeks of January, I was surprised anyone had time to check out our Local Card program, let alone to register 4,000+ cards!"*



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Slant Media Group has optimistically predicted since the concept stages of this program last September '08 that they knew for certain they would see 10,000-12,000 Local Cards registered to Park City Locals and Local Season Residents within the first 6 months of 2009, and at the going rate of weekly card registrations, they're right on track to scream past their original projections. **Cogan said**, *"Having access to this kind of Local Consumer database in this economy is priceless for any business in Park City that survives on business from Park City Local's. Big or small, most Park City businesses are finding ways to reduce their marketing budgets in '09; some will cut advertising entirely out of the picture for 2009 and just hope they survive. There's just not enough business out there in this economy to justify the lackluster results or the high expense associated with other 'non-electronic' advertising options when there is an option like this."*

A participating Local Card Merchant pays a small annual fee for an all-inclusive marketing account with the Local Card. The Local Card program offers businesses a chance to keep their marketing efforts going strong, and to keep their name in front of 1.000s of Park City Locals for a price that is not just affordable, it's a downright steal. And they offer this service in the form of a recycled plastic card and an electronic eco-friendly marketing system that can/will save us from sending 3,000,000 of pounds in business marketing paper waste!

The Slant Media Group Local Card program is scheduled to start launching in these great cities by 2<sup>nd</sup> Q '09: Aspen, Vail, Boulder, Telluride, Summit CO, Mammoth Mountain, Jackson Hole, Steamboat Springs, Winter Park, Sun Valley, Santa Barbara, Palm Springs, Laguna Beach, Newport Beach, Whistler BC [Canada], and many more are to be announced in 2009!

Additional inquiries please contact:

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