

Press Release: Park City Local Card

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Press Contact: Kirk Jennings, Slant Media Group Tel: 435.658.7498



Slant Media Group of Park City, UT announced today that the much anticipated Park City, UT launch for one of its new business e-marketing programs, the **Park City Local Card** in Park City UT, went off smoothly in the first week of January '09. The **Park City Local Card** is a plastic credit card sized local business discount card. It is (not) a credit card and it does (not) require a customer to qualify or fill out a long application. The card is available free to local Park City consumers and seasonal residents; it is obtained by simply submitting some basic contact information at the Park City Local Card website: www.parkcitylocalcard.com

Park City Utah is the first city selected to launch this new *eco-friendly* business marketing **Local Card** concept. **Glenn Cogan**, Slant Media Group's President, CEO, and Park City Local Card Program creator said, *"Park City fits the perfect demographic mold for our card concept as far as city size, overall total on and off seasonal populations, and also, total registered businesses [i.e. Business License Holders]"*. **Cogan added**, *"Resort business revenues tend to fluctuate and are typically seasonal; local businesses survive by the local business they are able to keep and/or generate in the off seasons. Our goal for this card program is that it will become a marketing tool local businesses use to cut their marketing costs, thus they are able to pass these savings on to Locals in the form of great Local Card offers – Win, Win!"*

The Park City Local Card was originally scheduled to launch and be delivered to 15,000 local resident mail and P.O. boxes in early November '08; the delivery was delayed approximately 55 days. Responding to many inquiries they received from Locals and Businesses alike during the card delay period, **Cogan said**: *"We were frustrated the card delivery was delayed."*



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However, the system upgrades and advanced technology that was developed and subsequently added into the cards was worth the wait". **Cogan added**, "This is not just a plastic card you flash for a simple discount; this card has a magnetic technology in it similar to a debit or credit card. Our cards do much more than most people realize." Participating merchants will receive free custom software from Slant Media Group in 2nd Q '09 which works direct with the cards. When a Local Card is swiped through a merchant POS [Point of Sale] system, this software will track customer loyalty and issue loyalty shopping rewards or loyalty points; it can also track and issue cash back rewards, which can then be spent at that merchant or any other participating Local Card Business location.

Commenting on the success of the card launch in Park City, UT, a Slant Media Group spokesman reported that the launch was a total success. "All things considered", the Slant Media Spokesman said, "we are glad the card launched in January '09. The '08 holiday periods were an especially tough time for most families. 2009 ushered in a New Year, a new President, a new hope, and a new Sundance was just about to kick off – People were much more excited for this card in January '09 than they seemed to be in '08 – **timing is everything!**"

The stylish plastic 'credit card looking' card was mailed free to 15,000 local Park City shoppers. Production and distribution of the card is covered by participating local businesses who enroll in the program for a small annual fee and who commit to offering great offers to Local Card holders. In return for a low annual fee, participating businesses can access and benefit from many marketing services offered to Local Card merchants. Of course the environment also benefits because this is a more eco-friendly, electronic (green) way for businesses to contact their local customers!

For Local Card Holders, using their Local Card is as simple as the concept behind it. When a consumer provides their contact information online, their card is registered to them. Locals who didn't receive a card by mail can pick up cards directly at various partner businesses, or at the Park City Slant Media office. To find great Local Card offers, a card holder would either check online at www.pclocalcard.com or look for a "PC Local Card" sticker in the window of a local business. Card holders will also receive occasional e-blast offers from businesses or for services about which they've expressed a desire to receive information about. When a card holder presents the PC Local Card at checkout, they automatically receive the local discount that is offered by that business at that time. Depending on the season, the offers can fluctuate.



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Beyond the many obvious benefits this card offers Park City businesses and locals, and notwithstanding the fact this program e-streamlines how locals businesses communicate with their customers, one benefit towers above all the rest... **Cogan said:** *"When this card is embraced by Park City locals and businesses like we know it will be, local businesses will have a more green, eco-friendly marketing solution to share their local discounts and other special offers... This is the kind of positive outcome can be nothing but positive for locals and is of course amazing new for our mountain resort environments".*

This is one great eco-responsible marketing option that gives locals and businesses alike the ability to advertize and/or participate in seasonal business offers by simply presenting a card verses worrying about tear-out paper coupons. Cogan added, *"Park City is moving fast toward being a community of green conscious residents and businesses; it's pure logic to us that locals might eventually choose to embrace and support only those local businesses who are preserving natural resources rather than wasting them; the Local Card is a good start."*

The Slant Media Group Local Card program is scheduled to start launching in these great cities by 2nd 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:

Kirk Jenninngs
Slant Media Group, LLC
5532 Lillehammer Lane #300
Park City, UT 84098
T: +1 435.658.9478



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