

Press Release: Park City Local Card

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Slant Media Group of Park City, UT announced today its intention to launch a new marketing concept as a local resort test market in Park City, UT called the **Park City Local Card**. 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

As a test of community and local business interest, on September 3rd 2008, the Park City Local Card concept was e-marketed to approximately 4,000 Park City locals and 1,200 local businesses. **Within 48 hours 1,200 locals had requested to 'pre-register' for the card online and 200 local businesses also expressed a desire to participate in the Local Card program.**

In a KPCW local radio interview September 18th, **Glenn Cogan**, Slant Media Group's President and CEO said: *"No one and no business is immune to feeling the pain of our economy; we saw a need to offer our clients a more affordable and more simple, eco-responsible solution to reaching local customers."* **Cogan continued**, *"Our goal for this card is that we might help Park City businesses move away from using direct mail coupons or tear-out paper ads and inserts that clog our mailboxes and landfills with 3,000,000 lbs of paper waste every year."*



"Positively impacting our delicate mountain resort environment one less coupon at a time."



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The stylish plastic 'credit card looking' card will be 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 the low price 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!

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:

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