



8182 Beaver Lake Dr
San Diego, CA 92119
619-697-2045
619-697-2045

Press Release

Contact: Rama Beerfas
Phone: (619) 619-2045

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UNIQUE DIRECT MAIL PIECE CREATES 14.7% CLOSURE RATE ON OFFER

SAN DIEGO, CA, DECEMBER 25, 2007: In observance of Customer Service Week (10/1 – 5), Jeff Toister, owner of Toister Performance Solutions decided to put a different spin on things this year. A nationally acclaimed consultant on customer service and human resources issues, Toister decided to focus on a seminar that would enable attendees who already appreciated the value of good customer service to take it to the next level. In order to generate interest in the offer, Toister decided to forego the traditional printed invitation and try something more unusual. He literally threw out an invitation to the event by mailing out flying discs to a select group of clients and potential clients. With an average response rate of 1 – 2% on most direct mail campaigns, Toister was thrilled to report a 14.7% closure rate for RSVP's to the seminar who attended, which fulfilled his goal of attendance at the workshop by 100%. An additional 9.8% were interested, but had a scheduling conflict that day. And these figures don't take into account the number of people who are still commenting to him about the unusual mailer.

Toister's credits the concept of his unusual invitation to Rama Beerfas of Lev Promotions. Beerfas created a mailing piece that was fun, informational and unforgettable. The imprint on the disc itself got people's attention, while the printed, die-cut insert on the reverse side gave recipients all the

information they needed to sign up for the program. And the added bang for the buck comes with the fact that, six weeks after the original mailing, Toister reports, “I ran into yet another person at an event last night who said, ‘Oh, I really liked the Frisbee[®]. It was soooo cool.’”

When asked if results like this are typical, Beerfas replied, “Given an accurate focus on the target market, an item that is geared to attract their attention, and good presentation through delivery and packaging, results like this, and even better, are absolutely achievable.”

Lev Promotions is a marketing solutions company that partners with its clients to create effective, targeted promotional programs to meet both client and employee based goals. Lev Promotions can be reached at 619-697-2045 or visit their website at www.levpromotions.com

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