



## Press Release: Vail Local Card Vail Local Card Official Launch October 30<sup>th</sup> At Vail Ski Swap!

Release Date: Thursday October 28, 2009 1:00pm  
Press Contact: Kirk Jennings, Slant Media Group Tel: 866.999.2458

After an amazingly successful soft launch for their Local Card program in Vail CO this September, **Slant Media Group** of Park City, UT announced today that **The Vail Local Card** official hard launch date is slated for **October 30<sup>th</sup> – Nov 1<sup>st</sup> during the weekend of the Vail Ski Swap at Dobson Arena** where they will be on hand to meet locals and hand out another 8,000 free Vail Local Cards. As a precursor to their official launch, during the September soft launch, Vail Local Cards were handed (in person) FREE to over 5,000 local Vail residents. In the weeks preceding the soft launch, over 100 businesses were enrolled in the program and since the soft launch in September over 2,000 Vail Local Cards were registered.

The **Vail 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 all Vail Locals and seasonal residents; it is obtained from Vail Local Card direct, or through participating businesses. By simply submitting some basic contact information online at: [www.vaillocalcard.com](http://www.vaillocalcard.com), consumers can receive great discounts and other forms of Loyalty Rewards, Cash Back, Shopper Loyalty Rewards, etc. from participating local Vail businesses who post their offers online at [vaillocalcard.com](http://vaillocalcard.com).

Locals who register their Vail Local Cards also receive additional special offers by way of a proprietary electronic email deliver system and even by SMS (text to cell phone direct) if they choose. Businesses enrolled in the Vail Local Card Program are able to use this system to send their special offers (direct) to Card Holders by email or SMS, reducing their need to use paper, cutting down on waste, and simplifying how they reach locals without leaving a single impact on the environment. **Glenn Cogan, Slant Media Group's Pres., CEO** lightheartedly commented, *"The only byproduct of our form of business advertising is spent Electrons!"*



**Kirk Jennings, Slant Media Group's National Sales Director** said, *"We knew our program would be well received by locals and businesses in Vail. We had proof of positive results from our first city launch (Park City, UT), where we now have over 300 business, 12,000 cards in circulation and 8,000 registered card holders".* Jennings added, *"There is no other program like ours that offers so many different opportunities for local businesses to be able to market direct to locals electronically, or for locals to have such an easy way to find or take advantage of great local businesses offers without having to deal with the hassle so commonly associated with coupons, mailers. etc."*

In their first year of operating the Local Card program in Park City ([www.parkcitylocalcard.com](http://www.parkcitylocalcard.com)) Slant Media Group executives say they've helped local business in Park City connect with locals like never before in history. Jennings said, *"We've helped businesses enrolled in our program reach better than 70% of the population each month with their local marketing or offers, and all totaled we estimate we've helped eliminate over 3,000,000 lbs of paper waste in the process. Our program has saved local shoppers over \$1,000,000 in just the first year and has generated over \$4,800,000 in local business revenues from card holders who use their card where it is accepted."*

Jennings continued, *"We are looking forward to having the very same success in Vail and other planned launch cities. This is a tough economy and businesses need to be very precise in how they market or spend their advertising dollars. Our program offers everything a business needs to successfully reach their local customer, and create a loyal, return shopper out of them."*

Glenn Cogan, Slant Media Group's Pres., CEO and Founder of the Local Card Program and Kirk Jennings, Slant Media Group's National Sales Director will be on hand at the Vail Ski Swap to answer all questions and to conduct Press related Interviews. Please feel free to stop by their booth, or contact them direct.

Press Related Questions / Interviews / Inquiries Please Contact  
Either Kirk Or Glenn By Cell While They Are In Vail Friday – Sunday.  
Glenn Cogan – 435.714.2320  
Kirk Jennings – 435.901.1200

####