



Who is BrightDart?

BrightDart is a modern marketing, print and design company, focused on bringing double digit response rates and superior return-on-investment (ROI) for personalized and targeted direct mail campaigns. A believer in technology, BrightDart employs the latest in variable data printing and web-based services for improving and tracking your ROI. Our strong work ethic, integrity, teamwork and a 'put the customer first' philosophy has allowed us to grow our business since first opening as 'Mail Media Group' and 'California Blue Printers' in February 2007.

Our Target Market:

BrightDart is a solution to the challenges of the modern business owner, manager and sales representative. A shortage of time is at the top of the list of today's executives, decision makers and assistants most talked about 'pain points'. To combat this, BrightDart's services and capabilities are built around solving this problem.

Today's businesses require efficient ways to decrease time-to-market for customer communications. Using technology with automated characteristics, such as digital printing and web based services, BrightDart can deliver relevant messaging and high quality marketing materials to our customers (and their customers) on-demand.

Ideal Partners Include:

- Advertising Agencies
- Direct Mail Re-Sellers
- Marketing Companies and Consultants
- Public Relations Companies
- Graphic Artists, Designers and Illustrators
- Print Brokers
- Commercial Printers
- Business Coaches and Business Consultants
- Chamber of Commerce
- Lead Groups
- Recruiters

NEWSFLASH

*Do you want Higher
Response Rates?*

A Greater ROI?

Ask us about:

Dynamic Imaging

Dynamic Mapping

Dynamic Web Pages

Market Smart...

with BrightDart

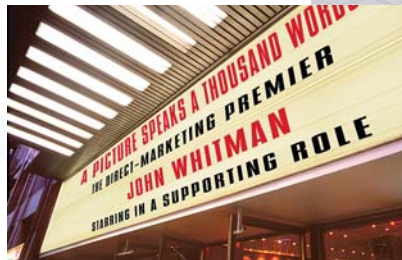
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Marketing, Print & Design Specialists

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Dynamic Mapping

For grand openings, new customer prospects, location changes or events, a direct mail piece with a Dynamic Map from the recipient's home address to your business location is second-to-none. Using technology by way of MapQuest, we can produce personalized maps with or without turn-by-turn directions for your direct mail campaign. We can include drive time minutes or distance by miles to accompany the map. Drive prospects to your location with the convenience of a personalized map and get the most out of your acquisition campaign investment.



Working with BrightDart has helped increase my response rate on direct mail by more than 10%. Using variable data printing has resulted in a huge increase in sales.

Vanessa T.
Marketing Coordinator

Rebecca Deleon—Visit your own personal web page to receive \$50 Slot Play!
www.mysanmanuel.net/First.Lastname



Rebecca Deleon, you're just 66 minutes from \$50 slot play!

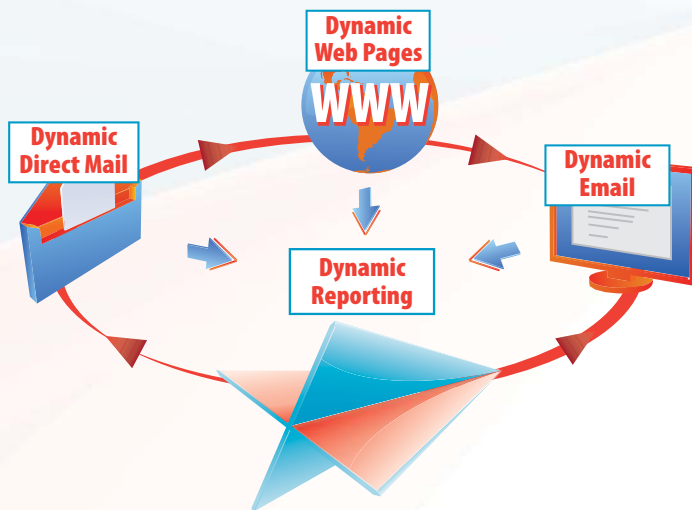
1. Start out going EAST on DODD/ST.17 toward LASSWELL ST.
2. Turn RIGHT onto PALM ALDO RD.
3. Turn LEFT onto GALLETTA RD.
4. Turn LEFT onto PETERSON CONGRAGATION PARKWAY 422 SPMN N.
5. Merge onto I-35 N toward SAN ANTONIO.
6. Keep LEFT to take I-35 N-I-10 BLVDS AT N.925-87 N toward AUSTIN.
7. Merge onto I-10 W via EXIT 126 toward EL PASO (Passing through NEW MEXICO, then crossing into ARIZONA).
8. Merge onto I-8 W via EXIT 199 toward SAN DIEGO.
9. Take the BUTTERFIELD/STRAVE exit, EXIT 176 toward AZ 85-10.
10. Take the I-8-85 ramp toward I-10 AZ-85.
11. Merge onto S BUTTERFIELD TRAIL 8-8 BL W.
12. Turn SUGAR LEFT.
13. Turn LEFT onto AZ 45 N/VA PAWA ST. Continue to follow AZ-85 N.
14. Merge onto I-10 W toward LOS ANGELES (Entering into CALIFORNIA).
15. Merge onto CA-30 W toward HIGHLAND/CA-330 RUNNING SPRINGS.
16. Take the HIGHLAND AVE exit.
17. Keep RIGHT at the fork to go on HIGHLAND AVE.
18. Turn LEFT onto VICTORIA AVE.
19. VICTORIA AVE becomes SAN MANUEL BLVD.



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Personalized Multi-Channel Campaigns

If you're interested in getting the most out of our direct mail campaign, let us propose a Dynamic Web Page and make your project Multi-Channel. Using variable data technology, we can provide your campaign with a personalized web site for each and every recipient in your database. Create demand, capture recipient data and expand the window of response opportunity.



BrightDart can provide all of this and more. We specialize in tailoring a campaign to suit your needs and makes the most of the channels that will help you reach your customers with relevant content. With this in mind, we can:

- Provide Multi-Channel Campaigns
- Vary your offer to each customer
- Increase response options
- Leverage your data
- Track response for follow-up
- Create dynamic email campaigns
- Create dynamic data collection sites



According to the DMA's 'Direct Mail Best Practices, Benchmarks, and Strategies 2008 Report', 93.7 percent of the companies that promote their products or services using non-catalog direct mail receive response via the internet!



 **BrightDart**

Marketing, Print & Design Specialists

Our last direct mail piece, created by BrightDart, achieved a 40% response rate. We have never had that kind of response on direct mail. Their personalization and design made the difference!

Brent L.
Boat Country - Escalon, CA



Marketing, Print & Design Specialists

BrightDart Provides:

Direct Mail Marketing

Email Marketing

Personalized URLs

Business Cards

Postcards, Flyers

Newsletters

Door Hangers

Calendars, Sell Sheets

Brochures, Invitations

Posters, Blueprints

Greeting Cards

Wide-Format, Banners

Booklets, Rack Cards

Presentation Folders

Photo Books, Stickers

Labels, Bookmarks

Note Pads, Letterhead

and More

Verticals Served

- Casino Gaming
- Real Estate
- Hospitality
- Education
- Automotive
- Retail
- Healthcare
- Entertainment
- Financial
- Insurance
- Health Clubs
- Non-Profits

Applications

- Acquisition
- Branding
- Loyalty
- Fundraising

Ideal Users

- CEO's, Principals and Owners
- Directors of Marketing, Sales or Communications
- Vice Presidents of Marketing, Communications or Business Development
- Chief Marketing, Operating, Technology, Information Officers
- Office Managers and Executive Assistants

Benefits of Working with BrightDart

- Fast Turnaround—Your print project will often be turned around in 1 to 3 days from proof approval. We consistently undertake projects with rapid turnaround necessity.
- Personalized Printing—Each and every direct mail or printed piece can have different text, words, copy, images, pictures, graphics, colors or maps and addressed, if needed. The entire process is completed in one printing run vs the need to print and address/label after.
- Short Run—We can print projects as few as 1 press sheet, or as many as thousands.
- On Demand—Same day printing available
- We guarantee it—Either you are 100% satisfied or you tell us!

For more information on how we can help you,
please do not hesitate to call us directly.

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BrightDart is a Green Company

Printed on Sterling Recycled
#110 Gloss Cover.

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