

Universal Marketing Services



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Universal at The Show

The 29th annual Natural Products Expo West in Anaheim, California featured more than 1,900 exhibiting companies, occupying 300,000 square feet (over 5 football fields), from 28 countries. Despite tough economic times the show proved that the usage of natural products is growing and continues to be an important segment of the consumer products marketplace. Couponing on natural products continues to climb, as evidenced by our 200+ natural products clients that exhibited at the show. UMS plans to attend the Natural Products Expo East which will be held in Boston, Mass. Sept. 23-26, 2009. See you there!

Universal Gets a New Look

We've revamped our "style" and got a fresh new outlook for 2009.

Now we offer more, too:

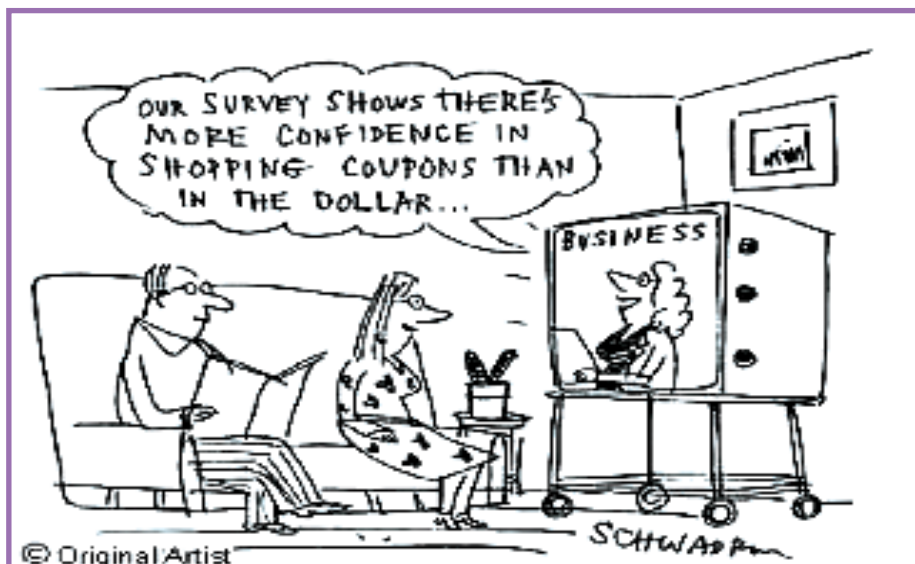
- ✓ Bar coding services
- ✓ Coupon development
- ✓ Electronic Reporting

FACTS & STATS

From the Coupon Information Corporation meeting in Washington, DC this March.

- * First coupon used was in 1894 on Coca Cola
- * Average face value of coupons in 2008 was \$1.29
- * Average length of promotional offer is 2.5 months
- * 2000+ manufacturers distribute coupons in the US.
- * Historically, couponing increases during economic downturns.

CND Opportunities arrive in different forms, be alert for those that knock softly. **CND**



Fan Mail

Dear David Wilkes,

It is a pleasure working with Universal; we feel we are a priority to you. We are planning another promotion and want to make it a full page ad with a coupon. Could you point me in the right direction of someone to use?

Forever Grateful

Dear Forever Grateful,

One of the services we are now offering is coupon development and design. Our vendor of choice for page layout is "Green is Golden Marketing, Inc." We appreciate your business and to us you are a priority.

David Wilkes

Marketing Director

Coupons, All the Rage for 2009

As the economy fluctuates, it's no surprise that coupons and promotions are becoming a more important marketing tool. They are popping up everywhere; internet, on product labels, blogs, twitter, direct mail and of course the old stand-by newspapers.

Rachel Ray on Larry King Live



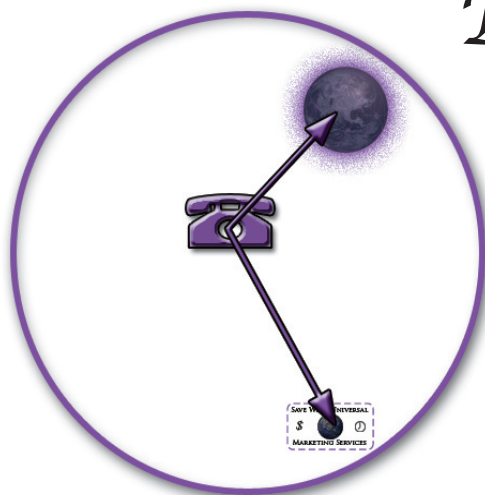
How to stretch meal time budgets

"I think you've got to go into the store armed with a good attitude ... and with coupons... This is the perfect time to be using coupons. Whether you're somebody that has [money] or somebody who lives on a very limited budget, it's always fun to get more for your money."

Fox Business News

Coupons sent by mail are one way to overcome financial strains; consumers expect a 10-25% discount on these coupons. Research by Pitney Bowes clearly shows that consumers have come to depend on the cost savings associated with coupons sent by mail. Robin Coulter states that if marketers pinpoint groups to target financial promotional deals, and they get buy-in, it's a win-win.

*With all
Universal
has to
offer ...*



*Don't you
think it's
time to
call?*