

## HAGGIN MARKETING ACQUIRES GETMEMBERS.COM

*Acquisition Enhances Multi-Channel Direct Marketing Capabilities and  
Expands Agency Footprint*

### FOR IMMEDIATE RELEASE

For more information:

Jeff Haggin  
Haggin Marketing, Inc.  
415-289-1110  
jeffh@hagginmarketing.com

Tony Broglio  
Lake Capital  
312-640-7091  
tbroglio@lakecapital.com

**SAN FRANCISCO, CA and ATLANTA, GA / October 23, 2007** – Haggin Marketing, Inc., a leading multi-channel direct marketing agency, today announced that it has acquired Coupons, Inc., doing business as Getmembers.com (“Getmembers” or the “Company”), to enhance its consumer direct marketing capabilities. Haggin Marketing’s acquisition of Getmembers augments its multi-channel direct marketing services through the addition of an on-demand, quick-to-market direct mail solution and bolsters the agency’s national footprint by establishing an East Coast presence. Lake Capital, a private equity firm that invests in growing services companies, is an investor in Haggin Marketing.

Founded in 1994 by Steve Freedman, Getmembers is a fast-growing direct mail agency specializing in targeted mailings that drive sales to businesses throughout the United States. The Company has grown into a leading turn-key direct marketing company, primarily for the owners of franchise business locations in the health and fitness industry. Getmembers is uniquely qualified in every aspect of direct mail development, including market identification, campaign design, creative direction, production and campaign measurement.

“Adding Getmembers’ particular expertise in direct mail to our growing slate of direct marketing services is a perfect fit for our growth plans as an agency,” said Jeff Haggin, CEO and founder of Haggin Marketing. “We have primarily focused on the multi-page offer format, and the combination of the Haggin brand and Getmembers experience enables us to expand our service offerings and to serve new markets.”

The Company will continue to operate under the Getmembers brand and will remain in Atlanta, with Freedman continuing in his leadership role.

“We are excited to become part of Haggin Marketing and to gain access to the strategic business-building capabilities and applications development support the agency has to offer,” said Steve Freedman. “Moreover, we are eager to work with Haggin to target new industry verticals while continuing to expand in the Company’s core health and fitness channel. In addition, our clients will benefit from Haggin’s experience working with Fortune 500 companies to use direct media to reach consumers and develop their brands. Lastly, we are looking forward to working with the Haggin management team to develop new product and services offerings designed to further enhance the direct marketing efforts of Haggin Marketing’s existing clients,” added Mr. Freedman.

No transaction terms have been disclosed.

**About Coupons, Inc., doing business as Getmembers.com**

Coupons, Inc., doing business as Getmembers.com, is a premier designer and producer of direct mail and other marketing-related collateral. Recognized for its strategic development and creative execution of direct marketing applications, Getmembers provides market identification, campaign design, creative direction, production, and campaign measurement services for over 1,500 clients. More information about Getmembers is available at [www.getmembers.com](http://www.getmembers.com).

**About Haggin Marketing**

Haggin Marketing provides strategic marketing planning, creative, production, media and distribution and analytics services in a multi-channel environment for its clients. With a specialty in catalog marketing, direct mail, FSI media, retail, e-mail marketing and e-commerce, the agency's blue chip roster includes Adidas, Amazon.com, American Express, AT&T, Cintas, Dell, eBay, Mervyns, Office Depot, Sears, Sunglass Hut International, and more. Additional information about Haggin Marketing is available at [www.hagginmarketing.com](http://www.hagginmarketing.com).

**About Lake Capital**

Lake Capital is a private equity firm that focuses on investments in service-based enterprises across various industries. The firm is currently managing more than \$1.3 billion in equity commitments and seeks to build leading services companies through organic and acquisition-enhanced growth. More information about Lake Capital is available at [www.lakecapital.com](http://www.lakecapital.com).

# # #