



Contact: Jon Otto, CEO, Visions, Inc.
Direct Phone: 651-485-7074

PRESS RELEASE

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VISIONS, INC. WINS COVETED CROSS-MEDIA “GOLDEN PURL” AWARD

MINNEAPOLIS-ST. PAUL, MN – In recognition of truly successful cross-media marketing, **Visions, Inc.** is proud to announce winning a “**Golden PURL**” award from a national cross-media software firm. The award, given to companies that pioneer technology-driven marketing campaigns, is intended to recognize outstanding achievements in the categories of “Highest Response Rate” and “Best Visit-to-Response Rate.”

Visions is proud to hold the award for the “Best Visit-to-Response Rate” for a recent direct mail and PURL campaign created for Casino and Hotel in the Southeast U.S. The campaign utilized leading-edge marketing technology to deliver personalized postcard mailers and individual PURLs for each recipient. The purpose of the campaign was to drive traffic to the casino during off-peak hours and to capture the e-mail and phone numbers of recipients for future opt-in marketing initiatives.

The success was astounding. **The campaign resulted in a whopping 98.8% visit-to-response rate.** What it means – Visions converted 98.8% of the campaign respondents that visited their PURL. In total, the campaign netted 14,000 email addresses and more than 11,800 phone numbers.

Jon Otto, Visions’ CEO, accepted the award and commented, “As a full-service marketing and print provider, it is Visions’ goal to provide leading-edge services that bridge traditional marketing channels with new and progressive technology. The GOLDEN PURL award is a generous recognition of our success in doing so.”

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