

For Immediate Release:

IPOST CREATES CUSTOMIZED MARKETING CAMPAIGN FOR GILBERT GUIDE

Novato, CA, April 3, 2007—Gilbert Guide, Inc., highly acclaimed publishers of comprehensive print and web-based guides on senior long-term care facilities, chose iPost’s Strategic Services division to design a series of customized email marketing campaign for its subscribers.

Gilbert Guide was founded in 2003 to offset the critical lack of information about quality senior care facilities and services. Gilbert Guide publishes trusted reviews based on onsite inspections by experts in the long-term care field. The guidebooks contain no advertisements, in order to guarantee unbiased information. With plans to expand the list of territories, Gilbert Guide currently offers titles for five metropolitan regions covering over 225 cities.

The challenge facing Gilbert Guide was how to build brand awareness with visitors to their website, to provide useful content, including articles, tips and checklists for researching senior care options, and to generate return traffic in order to offer additional useful information and resources. With so many places to find information online, Gilbert Guide wanted visitors to return to their site throughout their search for senior care.

Gilbert Guide selected the iPost Mailing Manager (iMM) to serve as the foundation for their new email marketing initiatives. iPost’s Strategic Services division, led by Stephen Webster, was responsible for the critical next stage of Gilbert Guide’s solution. Using a drip marketing technique, Webster designed a dual-track sequence of direct email messages, one for prospects and the other for buyers, pre-configured to mail out over the time period specified by Gilbert Guide. “Steve seemed to understand our unique challenge,” remarked Jason Gilbert, COO of the company. “This campaign gives us a way to continually put our brand in front of people going through the care search process and to provide a conduit for people to subscribe on an ongoing basis, whenever they decide it is time to buy,” Gilbert said of iPost’s custom-built solution.

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Stephen Webster commented, “Gilbert Guide serves three very different kinds of customers: people in crisis, comparison shoppers, and service intermediaries. iPost Strategic Services recommended specific changes to ongoing drip marketing efforts to drive conversion for each of these personas.”

ABOUT iPOST

Founded in 1996 by a team of email and data technology experts, iPost provides strategic email solutions for driving sales, website traffic, and integrated branding programs. iPost’s industry-leading solutions include data and behavior-driven list segmentation, advanced message personalization, conversion tracking, and full-service production services. The company is located just north of San Francisco, and serves more than 200 clients, including Keds, Kimpton Hotels and Fujitsu. For more information about iPost, contact Marsha Stark at (415) 382-4000 or mstark@ipost.com. Also visit www.ipost.com.

ABOUT GILBERT GUIDE, INC.

Gilbert Guide is the leading provider of comprehensive and practical senior care references designed to educate long-term care professionals and family caregivers about the best facilities and services in their specific region. Gilbert Guide’s expert reviews are currently available for New York City: the 5 Boroughs, the San Francisco Bay Area, Philadelphia, Dallas-Fort Worth Metroplex, and Northern California-East Bay. The guides may be purchased online at www.gilbertguide.com, and in local bookstores.

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