

FOR IMMEDIATE RELEASE

MARCH 20, 2020

COVID-19 | MODERN'S RESPONSE TO RECENT STATEWIDE ORDER

As most of you may have heard by now, the State of California is now under a stay-at-home mandate to help prevent the spread of the COVID-19 virus. This is a critical move in helping minimize the infection rate in our country's most populous state.

It is also important for essential businesses to continue to operate to ensure the health of our population and to assist in preserving the health of our businesses as well. Direct Mail is deemed as an "essential business" to help maintain a communication channel between companies and their business and consumer customer bases in these unprecedented times.

We have moved our non-production employees including sales, marketing and administration positions to telecommuting environments from their homes with only physical production personnel and their direct management in the building. In addition we are practicing stringent hygiene protocols including social distancing and sanitation supplies for all internal personnel.

We want to assure you that our services are available to you as you navigate these challenging times. While email is a great tool to communicate with your client base, the open rates of 10%-30% means that over 70% of your customers are not getting the message. Direct mail has a 100% open rate, ensuring that your message is delivered and you are keeping your customer base up to date on your status and plans during this time.

Modern is committed to helping your business thrive. Through our direct marketing services, we will support you in promoting and maintaining response and sales for your business. We're all in this together.

Our specialists are available to discuss your options and can be reached at **800.959.8365** or sales@modernpostcard.com Mon-Fri 8am-5pm.

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