



FOR IMMEDIATE RELEASE

DMN3 LAUNCHES SEO-FRIENDLY WEBSITE FOR LUSCINIA HEALTH: SIMPLESAVINGSCARD.COM

HOUSTON, TX (June 16, 2009) – DMN3 successfully developed a promotional website for Luscinia Health’s prescription savings card, SimpleSavingsCard.com.

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As of Tuesday, June 9, 2009, www.simplesavingscard.com is available to those seeking savings on prescription drugs, with an emphasis for individuals who are underinsured or uninsured. The upfront site-visit patterns were used to strategically plan and design the user-friendly website. DMN3 additionally provided Luscinia Health with a back-end CRM system that tracks lead opportunities for future re-marketing campaigns. A search engine optimization (SEO) focus was also incorporated to increase natural search traffic to the site.

DMN3 worked with Luscinia Health prior to the website launch by providing the company with a direct marketing campaign to drive traffic to the new site. This included data analysis, creative design services, and list profiling and modeling of their current customers to improve segmentation and messaging to Luscinia’s target market.

SimpleSavingsCard.com was started by brothers, Paul and Stephen Thomas, co-founders of Luscinia Health. The 60,000 worldwide pharmacy networks make it possible for cardholders to save up to 70 percent on prescription drugs.

“We started this company to provide a no-cost and simple way for people to save on one of their largest healthcare expenses - prescription drugs,” said Paul Thomas, CEO and co-founder of Luscinia Health.

For more information about the Simple Savings Card, go to: www.simplesavingscard.com

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About DMN3

DMN3 (www.DMN3.com) is a marketing services agency focused on results. Our tailored measurement process goes beyond the typical direct marketing, digital or traditional advertising agency method of producing results. Our team is trained in the integration of online and offline to give clients the most return for dollars spent on acquisition and retention marketing. With almost 20 years of history in direct response marketing, DMN3 is well positioned for today’s fast-paced, performance-driven world of advertising.