

For Immediate Release



**jmarketing connections Launches jblasts – a New Marketing Tool for
Businesses
to Efficiently Reach the Jewish Community**

NEW YORK, May 21, 2012 – Following the success of the daily deal site jdeal.com, jmarketing connections is launching jblasts – the most efficient way for businesses to reach the Jewish community through email marketing. jblasts has amassed an organic email list, allowing businesses to reach over 55,000 people across the United States, with 70% in New York.

During jblasts's launch phase, the program will be limited to only 2 campaigns per week, at introductory rates as low as \$350 for non-profits and \$750 for commercial businesses for New York distribution. Rates for National distribution will start at \$500 for non-profits and \$1,000 for commercial businesses. With limited available openings, businesses are encouraged to act quickly to secure their campaign slot, whether targeting a national audience or specific cities. jblasts will deliver measurable results, and will provide companies with a detailed report upon completion of the campaign.

"Since the launch of jdeal in 2010, we have grown our database to reach more than 55,000 people who want to receive our offers," says Jodi Samuels, co-founder of jmarketing connections. "This new venture was driven by the demand from our merchants requesting additional opportunities to reach our list. We expect jblasts to become a leading resource for non-profits and businesses to successfully reach the Jewish community."

jblasts will be able to provide innovative solutions for customers' promotional needs. Based on its experience promoting deals across a wide variety of categories, the jblasts team will be able to develop customized campaigns.

jblasts was started by jdeal co-founders: Allen Ganz, an entrepreneur who has been involved in multiple successful technology start-up companies over his 20-year business career, and Jewish International Connection New York (JICNY) co-founder, Jodi Samuels, who is a networking savvy entrepreneur and community activist.

For more information, please visit www.jmarketingconnections.com.

About jmarketing connections

Founded in 2009, jmarketing connections is the parent company of Metrolmma.com, an online community for Jewish mothers; jdeal.com, a premiere online discount site offering daily deals geared towards the Jewish consumer; and Buy Israel Week, an annual week-long marketing campaign that promotes the purchasing of Israeli goods. For more information, please visit <http://www.jmarketingconnections.com>.

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