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**SLANT MEDIA GROUP ANNOUNCES SANTA BARBARA AS ITS
NEXT “LOCAL CARD” CITY LAUNCH.**

PARK CITY, UT March 4, 2009 – Park City based **Slant Media Group, LLC** today announced Santa Barbara California as its next city choice to launch its new marketing concept “*The Local Card*”. The *Local Card* is a plastic credit card sized local business discount card; it is (not) a credit card and it does (not) require a customer to qualify or fill out a long application. The card is distributed free and available to local Santa Barbara consumers and seasonal residents; it is obtained through the mail by submitting some basic contact information online at the Santa Barbara Local Card website: www.santabarbaralocalcard.com.

Steve Cushman, President of the Santa Barbara Region Chamber of Commerce said, “It’s my pleasure to welcome **Slant Media Group** and the **Santa Barbara Local Card** concept to the membership of the Santa Barbara Region Chamber of Commerce. The *Local Card* brings a new dynamic to the Chamber concept of *Santa Barbara First*. The Santa Barbara Local Card is environmentally sound and economically advantageous to both our community and our Chamber Businesses.”

President and CEO of Slant Media Group, **Glenn Cogan** said, “We are particularly supportive and thankful for the many great city alliances we have developed so early on with our Local Card Program; Santa Barbara opened their arms to us very early on in our growth. We are thrilled to bring a program like this that has so many great benefits on so many levels for Santa Barbara consumers and businesses alike.”

The stylish plastic ‘credit card looking’ Local Card will be mailed free to Santa Barbara Locals. Production and distribution of the card is covered by participating local businesses that enroll in the e-marketing program for a nominal annual fee (\$350, \$750, or \$1,000). In return for the annual fee, participating businesses can access and benefit from various e-marketing and Consumer-Direct marketing services offered to Local Card merchants. The Santa Barbara environment also benefits greatly because this is a more affordable and more eco-responsible way for Santa Barbara businesses to contact their local customers.

Slant Media Group recently announced the formation of a National Strategic Partnership with Atlanta GA based **Debit Design Technologies, Inc.**, bringing an almost incalculable level of added value for enrolled businesses. “Our Local Card System gives Business Owners a direct link to their consumers on a massive scale. However, our new partnership with Debit Design Technologies allows us to distribute their award winning “*GiftTran™ Software*”, and turns our Local Card into even more of a marketing workhorse for local businesses,” Cogan added.

According to **V.P. Sales, Robert Hartman**, “Our new *GiftTran™ MS* Software is a continuation of that enduring commitment to reduce merchant costs while providing consumers with quick and easy ways to take advantage of local merchant discounts and promotions. Combining our new *GiftTran™* technology with Slant Media Group’s *Local Card System* and their successful track record in merchant-to-consumer marketing was a perfect fit for our companies... especially in this tough economy where merchants are trying to inexpensively increase traffic and consumers are trying to save money wherever possible.”

Slant Media Group successfully launched the Local Card Program in Park City UT in January ’09. **Kirk Jennings**, Slant Media Group National Sales Director stated: “In the first 8 weeks of the card launch, 5,000 Locals registered a Local Card and nearly 200 businesses enrolled in our new program. We average 30 new local card registrations every day, and we enroll 4-8 businesses each week.” Jennings added, “If the trend continues, and we believe it will, in a 12 month window we will have 70% of the business (and) consumer population on board with us in each city we launch.”

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