

Long Range Systems and Dynamics Direct Bring Email Marketing to Restaurant Industry

First-of-its-kind Distributed Solution Allows 15,000 Restaurants to Leverage Email Channel

LOS ANGELES, CA (SEND2PRESS NEWSWIRE) – Dynamics Direct, Inc., a leading provider of email marketing software and ASP solutions for the enterprise market announced today that Long Range Systems, the creators of the first wireless coaster pager and worldwide leader of onsite wireless solutions, has chosen the Dynamic Messenger(TM) Email Relationship Management platform to add email marketing capabilities to their restaurant offerings, including Long Range Systems new Allegiant(R) customer loyalty products. This new line of interactive paging solutions allows customers to provide their local restaurant with an email address to receive special offers, discounts, advanced seating, and other loyalty benefits.



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The new solution combines hardware, software, databases and the Internet to deliver an innovative customer loyalty solution that empowers restaurant visitors to provide instant feedback on everything from menu items, to quality of service, to reservations. In addition, restaurant owners have unprecedented visibility to customer satisfaction and the ability to immediately act on that data. The system automatically delivers personalized and localized email

to subscribers, and provides a self service interface for corporate and individual restaurant owners to view reports or modify creative content. It is the first email marketing solution offered to restaurants that provides corporate control with distributed use.

**(Photo Caption: Long Range Systems' wireless coaster pager.)*

"We needed a scalable solution that could be customized for each restaurant, a tough combination", said Ken Todd, Vice President at LRS. "Dynamics Direct is the only email marketing vendor we found that provided such a complete product suite. Dynamic Messenger has a customizable interface, an open architecture that can work with our existing systems, and a sophisticated User Manager that will allow us to support thousands of restaurants and users.

"The solution we have built with LRS is a great example of the exciting future email marketing has in front of it," says Bob Hale, Vice President of Business Development at Dynamics Direct. "Email marketing is entering its second generation. New email marketing platforms enable customer centric marketing programs that are delivered on demand, are highly integrated with other enterprise applications, and empower multiple users across the enterprise. Dynamics Direct helps market leaders like LRS turn email into a competitive weapon that generates significant value."

About Long Range Systems

Since 1993, Long Range Systems, Inc. (LRS) based in Dallas, Texas has been a leading innovator of on-premise wireless enterprise communications solutions for the retail, manufacturing, healthcare and food service industries. LRS is widely recognized for introducing coaster-style wireless customer paging systems to restaurants nationwide, visit www.pager.net for more information.

About Dynamics Direct, Inc.

Email marketing software and ASP solution provider, Dynamics Direct, helps companies realize the benefits and ROI of email messaging across the enterprise by providing the most powerful, yet easy to use email marketing solutions available. Founded in 1998, Dynamics Direct is headquartered in Valencia, California, visit www.dynamicsdirect.com or call 661.600.2059.

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