

TOMI FILM FESTIVAL

THE BUSINESS OF FILM FESTIVALS©

MAD MIMI JOINS TEAM TOMI

FEBRUARY 11 – 13, 2010 DURING THE NBA ALL STAR WEEKEND



NEW YORK, NY (DECEMBER 23RD, 2009) – Establishing a business whether a record label or a production company takes not only a lot of energy but a steady flow of cash that sometimes ends up funding more of the project than marketing and promoting it. This is where the power of TEAM TOMI comes in.

Getting a message out to the masses can be an expensive task as email marketing is a competitive business. While most of these companies make it hard to afford Mad Mimi has made it possible for businesses of all sizes to grow again.

"TOMI's work is something we're really excited about and it's a joy to be a part of it! Showcasing talent and inspiring people through film takes a special commitment to the arts. As artists and marketers ourselves, we understand that it's important to spread the word, generate viral awareness and look good doing it." -**Gary Levitt, CEO Mad Mimi.**

Some of Mad Mimi's features include *Customizable Themes, HTML ready, Google Analytics Integration, Auto responders, Outlook 2007 compatible and unlimited number of lists.* With so many organizations working together remotely Mad Mimi makes reports & tracking easy with their Forward-to-a friend feature so your company's associates can keep track of demographic data pertinent to positioning the company in the right target market.

Winners will receive one year of Mad Mimi's 'Pro' Best Value package that includes 10,000 contacts, dual speed, unlimited emails, unlimited storage and Pro Authentication.

"We are really excited about Mad Mimi becoming a sponsor of the 2010 TEAM TOMI. We know it is important for our winners to be able to communicate effectively and professionally to their growing audience." - **Tonisha Johnson, CEO, TOMI Film Festival.**

For more Information, Press Inquiries and/or Questions:

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About Mad Mimi

Mad Mimi is a simple, intelligent and powerful email marketing utility that anyone can use. Mad Mimi makes email marketing easy for the creator, and easier on the eyes for the receiver. With

groundbreaking technology, Mad Mimi is the simplest way to create branded, well-designed newsletter and promotions. Simply, lovely, email marketing. www.madmimi.com

About TOMI Film Festival

TOMI Film Festival™ was founded in 2007 in an effort to build relationships between the filmmaker and the business of entertainment. TOMI Film Festival is headquartered in New York. www.tomifilmfestival.com

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