



Email Marketing Software Helps You Go Green with E-Cards This Holiday Season

Be eco-friendly and cut costs by sending Elite Email Marketing e-cards to clients, friends and family

TORONTO, Ontario, December 1, 2007 - Every holiday season, we waste tons of paper on holiday cards for our friends, family and business contacts; this year, you can make a difference by switching to environmentally friendly e-cards.

Email marketing software is an easy and cost-effective way to create and send the perfect holiday e-cards. The Elite Email Marketing software offers easy point-and-click e-card creation, with tons of holiday designs to choose from. Whether you're celebrating Christmas, Chanuka, or Kwanzaa, you'll be sure to find something just right. Best yet, if you don't find what you're looking for, the Elite Email Marketing software solution allows you to create your own custom design.

"You may be sending a dozen e-cards to your friends, or a million e-cards to your clients. Either way, the Elite Email Marketing software has everything you're looking for," says Robert Burko, president of EliteEmail.com.

If you're sending e-cards to business clients or contacts, one great thing about the Elite Email Marketing software program is that it shows you exactly who opened and clicked on the e-cards you sent. This means you can include links to your business' holiday specials, track who clicked on the links, and follow up with them to close the sale.

If you're using the Elite Email Marketing software to send e-cards to friends and family, another advantage of the program is that your first 1,000 e-cards, emails or e-flyers are absolutely free. We don't even ask for your credit card – that's how confident we are that you're going to love our email marketing software solution.

The average American uses about 650 pounds of paper per year,¹ adding up to more than 197 billion pounds for the entire population.² That means we're killing nearly 2 billion trees a year just for paper – and that's just in the United States.³

Every little bit counts, and this year it's your turn to make a difference by switching to eco-friendly paperless e-cards. Take advantage of cost-efficient and easy to use email marketing software programs like Elite Email Marketing. Mother Nature will appreciate your holiday gift. ☺

About EliteEmail.com

Elite Email Marketing (EliteEmail.com) is the industry leading email marketing software provider, supplying a full suite of email marketing solutions to individuals, small businesses and enterprises. EliteEmail.com services clients in all corners of the globe, spanning industries such as real estate, entertainment, hospitality, retail, and many others. EliteEmail.com is part of the EliteAnswers.com family of online business solutions, headquartered in Toronto, Ontario, Canada.

¹ <http://www.cleanair.org>

² Based on the U.S. Census population estimate of 303,328,777 as of Nov. 9, 2007. <http://www.census.gov>

³ Based on estimates that it takes between 12 and 24 trees to make 1 ton of paper. <http://www.conservatree.org>