

## Reaching Athletes Via The Internet

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### **PBFN Selects San Diego-based CoolerEmail.com for email marketing solutions**

**SAN DIEGO - - April 15, 2003** – Even before the downtrend economy resulted in widespread layoffs, Internet marketing solutions companies that started up during the dot-com boom were finding themselves victims of the dot-com bust. No so for the exponentially growing CoolerEmail.com, whose growth rate consistently exceeds 10 percent per month. In fact, the dot.com, with offices in San Diego, Portland, Dallas and New York City, is continuing to grow – hiring more contractors and garnering more clients.

One recent client addition is Professional Business and Financial Network (PBFN), a membership organization founded by San Diego Charger Ryan McNeil for professional athletes focused on professional success in life after the game. CoolerEmail was recently selected by PBFN for email marketing and communication, including the sending and tracking of its monthly email newsletter, which is currently distributed to more than 5,000 professional athletes nationwide.

“CoolerEmail is proud to offer PBFN the industry's leading email communications platform. With our focus on building user-friendly features that our customers want, CoolerEmail provides PBFN the tools to quickly build, send and track email newsletters,” states co-founder and San Diego based Lars Helgeson.

According to McNeil, the selection of CoolerEmail was based on a desire to contract with a forward thinking, growth oriented provider, as well as PBFN's commitment to contracting with local firms whenever possible.”

#### **About PBFN**

Founded in 2001 by veteran National Football League player, Ryan D. McNeil, the Professional Business and Financial Network (PBFN) is a membership organization designed to provide professional athletes with important tools to be successful in business now and in their post-athletic careers. PBFN has a multitude of resources and services for professional athletes to help create a smoother transition from their respective sports to the business arena. For more information, visit the Web site at [www.pbfm.org](http://www.pbfm.org) or call 1.877.723.6674, ext. 1.

#### **About CoolerEmail.com**

CoolerEmail is a leading provider of Web-based HTML e-mail marketing solutions to easily build and send professional, graphic-rich e-mails and track responses in real time. Founded in 2000, the company is headed by co-founders, Lars Helgeson and Leif Youngberg and has offices in Portland (OR), San Diego, Dallas, and New York City. For more information visit the Web site at <http://www.cooleremail.com>.

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