



Media Contact:  
Dan Kissinger  
MilitaryAvenue  
616.855.4134  
media@militaryavenue.com

## “MILITARY ALERTS” DISCOUNT PROGRAM RELEASED BY MILITARYAVENUE.COM, DELIVERS MUCH NEEDED ECONOMIC RELIEF TO MILITARY FAMILIES ACROSS US

Grand Rapids, MI – September 1, 2008 – With the cost of everything from food to fuel rising across the country, most everyone is feeling a pinch and the military community is no exception. One company, [MilitaryAvenue.com](http://MilitaryAvenue.com), is doing something about it.

Over the last two and a half years, [MilitaryAvenue.com](http://MilitaryAvenue.com) has built a network of over 3500 local military-friendly businesses who offer special rewards and discounts to the military community. In the past, these discounts or Military Rewards have been accessible directly from MilitaryAvenue.com’s website. However, with the unveiling of the new MILITARY ALERTS program this month, military members and their families can now receive the best local discounts and rewards directly in their inboxes every month.

Signing up for the service is easy. Military community members can visit [MilitaryAvenue.com](http://MilitaryAvenue.com) and register on the right hand column. All that is needed to get started are an email address and the installation to that you want to receive “Alerts” for. From there, MilitaryAvenue collects all the Military Rewards at your chosen base and delivers them to your inbox each month. This gives participants a quick and easy way to find local discounts.

“I signed up for [Military] Alerts because it saves me time and money,” says Kate, a military spouse from the Patrick AFB area, “I was surprised at how many discounts were available in my area.”

The MILITARY ALERTS program accesses the largest database of local military discounts on the Internet. The program serves 240+ military installations and their surrounding areas. Any business can apply to list their Military Reward on MilitaryAvenue. To begin the application, visit [MilitaryAvenue.com's List With Us page](#). All Military Rewards are reviewed for accuracy and quality before being placed on the site. Each month, MilitaryAvenue selects the best Military Reward of the month to recognize the most generous businesses. The program is designed to provide discounts on a local level, but national brands are encouraged to participate as well.

“This is really a win for both our military users and commerce. By showing support for the military community, businesses are perceived very positively, while the military community benefits tremendously from their generosity,” comments Dan Kissinger CEO and founder of MilitaryAvenue.com, “We’re just happy to play a small role in improving the lives of military members and their families.”

#### **MilitaryAvenue Provides Local and National Advertisers a Lucrative Marketing Platform**

MilitaryAvenue.com helps businesses of all sizes conduct high impact, local marketing programs to a large and affluent audience that remains steady through the ups and downs of the economy. According to the Military Times Media Group, the average household income of active duty military personnel in 2003 was \$79,308. With 1.4 million active duty personnel and the 702,000 civilian workforces, these military families command \$110 billion in annual spending power, representing a lucrative audience for local and national advertisers. This \$110 billion total, however, dramatically underestimates the positive financial impact that military bases have on their communities, because it doesn’t include the spending from military contractors, military veterans, and the U.S. government’s own spending on local goods and services.

MilitaryAvenue provides several opportunities for local and national merchants and service providers who want to serve the military community. Listing upgrades, sponsorship and advertising opportunities can be found by visiting <http://www.militaryavenue.com/AdvertiseWithUs.aspx> or by calling 1-877-425-9992.

#### **MilitaryAvenue Founded by Military and Internet Veterans**

Dan Kissinger, the co-founder, president and CEO of MilitaryAvenue, comes from a military family and is also an accomplished Internet entrepreneur. At age 22 in 1998, Dan founded MoveAgain.com, the Internet's first relocation web site for military personnel. PRIMEDIA<sup>®</sup>, Inc., one of the world's largest media companies, acquired the business in 2001 where Dan continued to work until 2003. Dan currently oversees strategy and operations for MilitaryAvenue.

Co-founder Dale Kissinger, a retired U.S. Air Force Colonel, is Dan's father and serves as chairman of MilitaryAvenue. During his 30-year career with the Air Force, Dale flew 11 different fixed and rotary wing aircraft and served his country during conflicts in Bosnia, Iraq, Kosovo and Afghanistan. Dale most recently served as the Vice Wing Commander at McChord AFB, WA where he proudly led several thousand airmen of the 62<sup>nd</sup> Airlift Wing. At MilitaryAvenue, Dale leads the company's government relations efforts, where he works to build close ties with senior level military administrators as well as government-sponsored military family support and service groups.

Other MilitaryAvenue executives include Josh Kissinger, Director of Technology, Leanne Kocsis, Director of Research and Development, and Jason Weimer, Director of Finance and Operations.

### **About MilitaryAvenue LLC**

Founded by a team of military and Internet veterans and based in Grand Rapids, MI, privately held MilitaryAvenue offers military service personnel the Internet's most comprehensive moving, travel and lifestyle services, backed by informative articles and exclusive discounts. The site also works with nationwide advertisers who want to tap into the enormous spending power of the 1.4 million active duty military families. More information about MilitaryAvenue can be found on the company's website at <http://www.militaryavenue.com>.

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