



## HealthyInfo2Go Announcement

A Pocket Card Networks Company



Press Release, For Immediate Release



Irving, Texas - December 7, 2010 - HealthyInfo2Go is pleased to announce the next generation in healthcare communication, The Why Buy Retail Card system. The Why Buy card program is designed to increase product sales, provide patient education, and promote adherence. HealthyInfo2Go is a new brand from Pocket Card Networks, a company that has been very successful in POP verticals. HealthyInfo2Go has already been vetted by the health and food supplement industry. Their new Why Buy Card is a turn-key program that provides service to pharmacy centers nationwide. The cards are placed at POP and provides simple take-away card education for consumer reviews and information. This Info2Go program provides DTC cards for product examination.

## The Why Buy, DTC Cards

### Provides Sales Lift

Why Buy Cards can be formatted in multiple languages to educate consumers with easy to read bullet points. Targeted Info2Go cards allow shoppers to self educate on what products provide. Consumers can take the cards and go home and access specific web addresses to explore product information. Finding out what is important about a product to THEM is the key. Card restocking is provided by Pocket Card Networks in 46 states. For further information call Jann Parker at (800 ) 960-1959



## Why Buy

### Retention Advertising Power

Card retention is the true value to our advertisers. When a consumer can

take a message and pocket the information that advertising takes on a whole new meaning. The Why Buy cards are successful because they put the advertisers' message in the consumers' pocket. It just makes sense! ROI can be measured with both internet and call tracking. The cards virtually provide a bridge to the internet and an additional 800 # to contact someone for further product information. It just makes sense!

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