



# Santa Claus takes to e-mail to lighten the load on his helpers

Mezzo Mondo Corporation, December 10, 2005

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*Christmas is coming and Santa's mailroom is bustling with activity as they install the latest technology to handle the seasonal flood of requests for personal Santa letters. Santa's new service is lightning fast and available free of charge.*

PR9.NET December 10, 2005 - Santa really does exist! Parents and grandparents around the world can bring a smile to the face of even the most incredulous youngsters this Christmas by arranging for Santa to send them a personalized letter direct from his hectic grotto office in Lapland.

This isn't a letter written on paper in the traditional way, but Santa is fully up to date with the latest communications technology and uses e-mail delivery to be sure that the millions of letters he must write get delivered in a timely fashion.

Using the latest technology also means that Santa is able to fully personalize his letters and he seems to exhibit an astounding awareness about each child, including their age, where they live, what presents they want, etc. Perhaps their parents have some hand in this – we aren't sure!

This new and totally free Letter from Santa service – found at <http://www.message-from-santa.com> - has been inaugurated this year by the consumer arm of Mezzo Mondo Corporation of Delaware in order to help Santa get away from his desk which was getting "snowed under" with requests.

The service is not only totally free to use but is also intended also to be free from any commercial advertising visible to the children receiving the letters. This ethical position is most important to the developers of the system (and Santa too). Adults will however be given the option to opt in to consumer related announcements should they so wish.

Mezzo Mondo Corporation states that any profits made as a result of such "back end" advertising will be shared with selected children's charities and intends that children around the world should benefit. The company declares that this is a direct response to the various natural disasters that are now all too frequently occurring around the globe and which are leaving many children either severely injured or parentless.

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## About Mezzo Mondo Corporation

Mezzo Mondo is an internet media company whose Consumer Group division produces consumer reports of broad interest.

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