

April 10, 2009

FOR IMMEDIATE RELEASE

Contact: Robert Cassard, Voodoo™ Viral Marketing Systems

E-Mail: rcassard@voodooviral.com

Phone: 949-309-2847 x. 72

VOODOO ANNOUNCES WEB VIDEO PROMOTION SYSTEMS FOR DIRECT SELLING  
INDUSTRY

**Kailua, HI and Orange County, CA**— After extensive research and testing, *Voodoo™*, an online marketing systems developer and video content producer in Southern California, has announced the public release of its suite of “Automated Personalized Selling” systems for the Direct Selling industry.

The *Direct Selling Women’s Alliance (DSWA)*, the leading education organization for the Direct Selling industry, has officially endorsed the Voodoo systems and is currently using them for their own outreach campaigns to members.

“Voodoo has altered the rules of Direct Selling,” said Nicki Keohohou, CEO of the DSWA.

“When we witnessed what Voodoo was doing for other companies, we immediately wanted a system of our own.”

DSWA has employed its own Voodoo system to reach out with an interactive video announcing the details of its upcoming Imagine Celebration in Los Angeles—a convention of the Direct Selling industry’s leaders and million-dollar producers.

“The results have proven what we already suspected. Voodoo’s video-based campaign has

posted hundreds of video views, generated palpable excitement and yielded a bumper crop of new registrations for our conference,” Keohohou said. “It’s the most effective promotional tool we’ve ever used.”

Voodoo Magic Systems are video-enabled web applications designed to overcome the limitations of previously available methods of marketing and advertising via the internet.

“Voodoo has created a new kind of automated communications systems, with the power of personal contact,” said Voodoo co-founder Rick Davis. “It creates the *effect* of personal contact without the time and energy it usually requires.”

Prior to the introduction of Automated Personalized Selling, direct selling companies have had difficulty controlling their de-centralized sales forces, and making sure they comply with corporate legal and branding requirements.

“Voodoo systems give distributors and independent business owners the ability to mount their own campaigns, but give corporations the assurance that those campaigns will always be compliant,” said Voodoo’s other co-founder Robert Cassard. “DSWA recognized the value of that right away, and took steps to offer Voodoo systems to its members,” Cassard said.

Voodoo Magic Systems help maximize sales, build referrals and enhance ongoing contact with existing customers. And because Voodoo ties directly into online shopping carts, every part of the process is measurable.

“When educated through targeted, personalized messages with a clear incentive and interactivity, customers willingly take the *next* step, and in many cases, buy immediately through an online shopping cart. Every sale is properly credited to the distributor or IBO,” Cassard said.

For more information, visit the Voodoo website at [www.voodooviral.com](http://www.voodooviral.com) or call 949-309-2847 ext. 72.

###