



Corporate Fact Sheet

- Web Site:** www.madmimi.com
- Description:** Mad Mimi is the first email marketing service to allow customers to create html emails in a template free, clutter free and cost free environment. Mad Mimi's groundbreaking technology actually allows the user to generate neat, clean and symmetrical layouts that work faithfully in all major email-viewing programs from Hotmail to Mac Mail. Mad Mimi also give the user hassle free contact managements, tracking and a custom design service.
- Mission:** To provide consumers with a simple, smart, fast, affordable and highly intuitive way to send email marketing campaigns to their audience, while guiding their design to ensure good symmetry, white-space and visual persistence.
- Founded:** Mad Mimi is a newly founded company that launched its public website in April 2008. The Mad Mimi concept was conceived out of need when founder Gary Levitt began promoting his music production company, GLDL Music, and found that email marketing was the most effective way to promote. Every product that existed was too expensive, too complicated and/or provided lousy templates that looked common and cheap. Gary Levitt recognized the need for a simple, lovely, email marketing solution that allows users like himself to promote their small businesses easily, cost-effectively and beautifully.

Headquarters: 575 3rd Street, Suite 1F
Brooklyn, NY 11215
Ph: 917-916-8832

Mad Mimi Team:

Founders

Gary Levitt, Interface Designer, Entrepreneur, Skateboard Champion and Professional Bassist.

Leah Levitt, Architect, Designer and Development Planning.

Team Members

Dave Hoover, Lead Developer, Principal of Obtiva Corporation, Illinois

Tobie Langel, Lead UI Developer, Core Contributor to Prototype Development Framework

Jeff Patton, Lead Architect, CEO of Agile Product Design.

Ownership:

Privately-owned company