



AN INTRODUCTION TO PUBLISHERS CLEARING HOUSE

Publishers Clearing House was founded in 1953 by Harold and LuEsther Mertz and their daughter, Joyce Mertz-Gilmore. Publishers Clearing House (PCH), of course, offers consumers an unprecedented array of discounted magazine subscription offers. Though now PCH is also known for the tremendous selection of merchandise it offers.

From the start, Publishers Clearing House mailings generated mail response standards which even the most creative and sophisticated tests had a difficult time beating. Meanwhile, the company pioneered in mailing production and operational areas, establishing models for a growing industry. Not surprisingly many direct marketing industry leaders learned their craft within the walls of the company known as PCH.



The name "Publishers Clearing House" is almost synonymous with the sweepstakes launched in 1967 to draw attention to the magazine deals in company mailings. Since 1974, consumer response has been bolstered by TV campaigns -- now featuring the Prize Patrol, a team of PCH employees that travels to locations near and far surprising prizewinners of thousands and millions of dollars.

Starting in 1985, the company's product offering was broadened to include a wide range of merchandise including household and personal items, home entertainment, collectibles and more. Customer response has been so favorable that merchandise now accounts for the majority of Publishers Clearing House sales.

The company launched its website, pch.com, in 1999, providing online means to enter the Publishers Clearing House Sweepstakes, additional prize winning opportunities and product offerings.

Publishers Clearing House, a limited liability company staffed by 400 employees, is headquartered in Port Washington, Long Island, NY near the home where the founders (now deceased) started it all -- in their garage! The Mertzes' philanthropic spirit lives on with nearly half of the company's profits going to benefit charitable causes ranging from the arts to social services to the environment. The New York Botanical Garden, Lincoln Center for the Performing Arts, the National Audubon Society and the Alzheimer's Disease and Related Disorders Association are just a few of the major beneficiaries of PCH's more than 50 years of success.



ABOUT OUR BUSINESS

Overview

Publishers Clearing House is one of the largest and most successful direct marketing companies in the world. Founded in 1953 as a magazine circulation agency selling discounted subscriptions by direct mail, its business has broadened since 1985 to include a wide variety of merchandise that now accounts for well over half of the company's sales.

Magazines

At the start, founder Harold Mertz, a magazine circulation veteran, saw an opportunity to pool the subscription offers of many publishers into one direct mail effort which offered the consumer

"unbeatable" variety and value plus convenience. He invented the colorful multi-offer "stampsheet" which became (and remains) a centerpiece of company "Bulletins" sent at first to thousands, then to tens of millions of potential customers. Response was immediate and dramatic, leading the company on a never-ending exploration of new and more involving selling techniques.

Today Publishers Clearing House serves hundreds of publishers, providing new readers and significant circulation boosts to individual titles while contributing to the overall health of the magazine publishing industry.

Merchandise

While the heritage of Publishers Clearing House is magazines, the company has evolved into a predominantly merchandise business.

In the mid 1980's, the company responded to changes in consumer buying habits by offering a small variety of "new products." Today that range of products has burgeoned to include household items, food, health and personal care products, music, videos, DVD's, books, jewelry, horticulture, collectibles, coins and more.



Consumers are clearly drawn to the quality products and good values that the company sells. Their confidence is bolstered by the Publishers Clearing House 100% Satisfaction Guarantee and trusted household brand names such as Sunbeam®, Singer®, Farberware®, Bell & Howell®, Foster Grant®, Gruen, Vivitar®, American Tourister®, Fuller® Brush and Coleman® to name only a few. Always on the lookout for new product offerings, the company's staff of buyers particularly seeks unusual and "hard to find" items that answer the needs of at-home shoppers.

pch.com

The company's rapidly growing website, pch.com, offers the general public access to PCH's marketing activities and a broad array of company information. For web surfers, pch.com provides sweepstakes entry and shopping opportunities for magazines and merchandise. For consumer marketing companies, pch.com offers cost-efficient marketing partnerships that generate substantial numbers of qualified leads.



International

In addition to the U. S., Publishers Clearing House operates in Canada with mailing programs promoting the sale of discounted magazine subscriptions and merchandise.