



FOR IMMEDIATE RELEASE

LEADING MARKETING TRADE ASSOCIATIONS ANNOUNCE GROUNDBREAKING EDUCATIONAL INITIATIVE

**Direct Marketing Association, Mailing and Fulfillment Service Association and
National Association for Printing Leadership to Partner on Unique Educational Programming;
Announce Forthcoming White Paper on “The Move to Marketing Services” in Conjunction with
Respected Strategic Consulting Firm**

CHICAGO, September 14, 2009—Three of the nation’s largest and most respected marketing industry trade associations—the Direct Marketing Association (DMA), Mailing and Fulfillment Service Association (MFSA) and National Association for Printing Leadership (NAPL)—will launch a groundbreaking joint educational initiative aimed at helping their members achieve transformative growth during otherwise challenging economic times, it was announced today at the PRINT 09 conference in Chicago, Ill.

The initiative, which will kick off early in 2010 and include a series of four one-day seminars held across the nation, is intended to help printers, lettershops and other marketing production companies address the significant economic challenges now confronting their industries. In addition to reduced overall marketer spending (a consequence of the economic recession), these companies are often contending with the effects of overcapacity, price compression and a secular shift in investment away from print channels—forcing many to re-examine their respective capabilities, sales effort and strategic approach.

“An unprecedented convergence of societal, economic and industry-specific issues threaten the current composition and structure of the printing, mailing and fulfillment industries,” said Ken Garner, President and CEO of the MFSA. “This reality is forcing these industries and the companies that comprise them to reconsider their respective business models and value propositions. This landmark collaboration will help our constituent companies develop fresh, more relevant visions of the future to help them survive the current challenge and better position themselves for success in the future.”

“This initiative has the potential to be the most significant NAPL has undertaken in many years,” added NAPL President and CEO Joe Truncala. “The time to assist entrepreneurial business leaders in the printing, mailing and fulfillment business is now. While there is significant opportunity for a bigger, better future, that opportunity is reserved for those willing and able to make this important transition.”

To kick off this new educational initiative, the DMA, MFSA and NAPL are sponsoring the development of a comprehensive white paper exploring “The Move to Marketing Services” and providing detailed insight

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into how several production companies have already transformed their businesses in the face of daunting economic headwinds. The white paper will be published in mid-October by Winterberry Group, a leading strategic consulting firm serving the advertising and marketing industries, and will be available free to member companies of the DMA, MFSA and NAPL.

“Today’s marketers recognize and appreciate the increased shift both in the mix and acceleration of multichannel integrated marketing; incorporating all marketing media from traditional channels to digital specializations” added John Greco, President and CEO of the Direct Marketing Association. “Many traditional mainstream advertisers have harnessed this change and now understand the power of direct marketing as they allocate advertising budgets to direct channels. Indeed, in 2009 over 52 percent of U.S. marketing spend is now direct marketing.”

The joint education initiative recognizes the need for industry suppliers to adapt with the market and diversify their offerings. “The DMA is fully committed to providing education programs to support suppliers make this necessary transition,” Greco concluded.

“We are proud to be working with the DMA, MFSA and NAPL on this critical research and educational endeavor,” added Bruce Biegel, managing director at Winterberry Group. “Our hope is that this work will serve to level the playing field for printers, lettershops, fulfillment providers and other companies struggling to redefine their businesses in the face of enormous economic obstacles. We have long believed that profitable growth is possible only by integrating information with sound strategic planning principles, and this initiative allows us to bring the two together perfectly to aid the marketplace.”

Additional information on the joint educational initiative—including details on seminar programming, dates and costs—will be formally released at the DMA09 Conference & Exhibition, to be held October 17-22 in San Diego, California.

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About the Direct Marketing Association (www.the-dma.org)

The Direct Marketing Association is the leading global trade association of businesses and nonprofit organizations using and supporting multichannel direct marketing tools and techniques. DMA advocates standards for responsible marketing, promotes relevance as the key to reaching consumers with desirable offers and provides cutting-edge research, education and networking opportunities to improve results throughout the end-to-end direct marketing process. Founded in 1917, DMA today represents more than 3,400 companies from dozens of vertical industries in the U.S. and 48 other nations, including half of the Fortune 100 companies, as well as nonprofit organizations.

In 2008, marketers—commercial and nonprofit—invested \$176.9 billion on direct marketing, which accounted for 52.1 percent of all ad expenditures in the United States. Measured against total U.S. sales, these advertising expenditures generated approximately \$2.057 trillion in incremental sales. Last year, direct marketing accounted for approximately 10 percent of total U.S. gross domestic product.

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About the Mailing and Fulfillment Service Association (www.mfsanet.org)

The Mailing and Fulfillment Service Association (MFSa) is the national trade association for the mailing and fulfillment services industry. For more than 88 years, MFSa has been working to improve the business environment for mailing and fulfillment companies and to provide opportunities for the learning and professional development of the managers of these companies. The association is made up of more than 650 companies, most of which are located in the USA and Canada. Regular members are in the mailing services, product fulfillment or literature fulfillment business. Associate members are the suppliers to the mailing and fulfillment services business. These suppliers are providing mailing and fulfillment companies with hardware, software, mailing lists, transportation services, supplies—the full range of products and services needed by professional high volume mailers and shippers.

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About the National Association for Printing Leadership (www.napl.org)

Founded in 1933 in the midst of the Great Depression as the National Association of Photo-Lithographers, NAPL set out on a mission that continues to this day: to help its members stay on the leading edge of innovation and profitably grow their business. Over the years, the Association has evolved along with the graphic communications industry it serves. In the 1980s and 1990s, as letterpress faded and the industry saw the explosion of computers and the arrival of digital technology, the printer's craft became an ever-more complex business demanding more advanced management skills. NAPL turned its focus to building and supporting industry leaders and, in 1999, the Association again changed its name, this time to the National Association for Printing Leadership (NAPL), the trade association for excellence in graphic communications management.

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About Winterberry Group (www.winterberrygroup.com)

Winterberry Group is a unique, global strategic consulting firm that helps advertising and marketing companies grow shareholder value. Based in New York, it offers a combination of corporate strategy, market intelligence and merger-and-acquisition due diligence support services aimed at helping clients identify opportunities for growth and achieve transformative results. The Firm's global stable of clients includes service providers, marketers and financial investors representing every segment of the advertising and marketing industries, including Acxiom Corporation, Alterian plc., American Capital Strategies, arvato Services / Bertelsmann AG, Canada Post Corporation, Capital One Financial Corp., The Carlyle Group, Direct Group, Eastman Kodak Company, eCircle AG, Hewlett-Packard Co., IWCO Direct, MediMedia USA, Meredith, Onex Corporation, Rosetta, Transcontinental, Inc., Xerox and Yahoo!.

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