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For Immediate Release

IWCO DIRECT NAMES THOMAS KERN AS DIRECTOR OF OPERATIONS – NORTH CAROLINA

Chanhausen, Minn. (March 13, 2008) — IWCO Direct, the nation's leading provider of integrated direct mail production services and marketing solutions, announced that Thomas Kern has joined the company as director of operations – North Carolina for IWCO Direct's facility in Elm City, N.C.

In his new role, Kern will manage Elm City facility operations including print, envelope, personalization, lettershop, Delivery-Point Bar Code Sorter (DBCS) and warehouse operations. He will also help develop and implement strategic and operation plans to achieve IWCO Direct's production and growth goals.

"Tom's ability to focus on quality and safety while leading complex projects across multiple disciplines and locations will be a tremendous asset to IWCO Direct's customers," said Jim Andersen, IWCO Direct president and CEO.

Tom brings more than 30 years of printing and direct mail experience to IWCO Direct. He recently served as director of operations for Transcontinental Direct's facility in Downey, Calif., and previously held positions with Digital Color Image, Strathmore Press and Independence Press.

About IWCO Direct

IWCO Direct (www.iwco.com) has served the direct marketing needs of North American companies for more than 35 years. With production facilities in Minnesota, New York and North Carolina, IWCO Direct is one of the nation's fastest growing providers of direct marketing solutions. IWCO Direct provides direct marketing like no one else by seamlessly supplying all direct mail production services – print, envelope, plastic, mailing, automated marketing, and data services – in an integrated "total package" supply chain solution. IWCO Direct pioneered commingling and continues to provide its customers with dramatic postage savings and faster time to market through its proprietary IWCO P.O.S.T. (Postal Optimization Strategy and Technologies) and RideShare™ commingling and logistics management programs.

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