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For Immediate Release

IWCO DIRECT OFFERS CUSTOMERS A "GREEN" OPTION

Company Receives Chain-of-Custody Certification from the Forest Stewardship Council

Chanhausen, Minn. (March 27, 2008) — IWCO Direct, the nation's leading provider of integrated direct mail production services and marketing solutions, can now offer customers the option to use paper certified by the Forest Stewardship Council (FSC) thanks to Chain-of-Custody (COC) certification at its facilities in Chanhausen, Minn.; Melville, N.Y.; and Elm City, N.C. COC certification ensures that paper originates from forests managed in a sustainable, environmentally responsible way.

IWCO Direct received chain-of-custody certification by SmartWood, a program of the Rainforest Alliance and an independent, FSC-accredited certifier, after a thorough auditing process of IWCO Direct facilities. The FSC system requires that material be tracked from a certified source through the manufacturing process. IWCO Direct customers can now choose to use FSC papers and display the FSC checkmark and tree logo on their direct mail materials.

"Becoming FSC certified aligns IWCO Direct's commitment to the environment with the needs of our customers, who are seeking ways to be more environmentally conscious," said Jim Andersen, IWCO Direct president and CEO. "While our total package supply chain solution currently delivers reduced freight, packaging and spoilage, FSC certification is another benchmark in our environmental improvement efforts, which include waste reduction goals, reduced emissions efforts, recycling programs and facility upgrades."

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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