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For Immediate Release

IWCO DIRECT RECOGNIZED AS ONE OF MINNESOTA'S FASTEST GROWING PRIVATE COMPANIES

Ranked as the Fifth Fastest Growing Private Company During the Past Three Fiscal Years

Chanhausen, Minn. (May 28, 2008) — IWCO Direct, the nation's leading provider of integrated direct mail production services and marketing solutions, was ranked as the fifth fastest growing private company in Minnesota during the past three fiscal years by the *Minneapolis-St. Paul Business Journal*. The company experienced annualized three-year growth from fiscal 2004 through fiscal 2007 of 22.5% according to the report. Revenue in 2007 was \$281 million, which placed IWCO Direct as the 78th largest private company in Minnesota.

IWCO Direct's growth is the result of its integrated direct mail platform that provides customers with increased postage savings, speed to market, and response rates. IWCO Direct further enhanced its service offerings in April with the launch of AMP™, the company's automated marketing program platform. AMP was developed to meet the growing demand for specialized direct mail programs such as trigger mailings and response management services. IWCO Direct also anticipates continuing its geographic expansion, and will look to add a presence in the western U.S., likely in 2009.

"This recognition is a testament to the dedication of our employees and the loyalty of our customers," said Jim Andersen, IWCO Direct president and CEO. "We expect our new service offering, combined with our integrated strategy to offer even greater value to our customers and deliver strong financial results."

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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