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For Immediate Release

The Instant Web Companies Continues Growth and Expansion

Chanhassen, Minn. (April 2, 2003) – The Instant Web Companies (IWCO), an integrated direct mail services company, announces the integration and consolidation of its lettershop services. Following a sales increase of 9% in 2002 that included a significant expansion of its integrated total package direct mail business, the centralization of equipment from Chanhassen, MN, to Little Falls, MN will increase capacity, enabling IWCO to produce 100 million direct mail packages monthly in one location.

"Enhancements in materials management and logistics will deliver immediate benefits to customers and IWCO," said Jim Andersen, IWCO president and CEO. "The relocation of equipment and expansion of our Little Falls facility will continue to strengthen our competitiveness in the marketplace and is another step in our integrated initiative plan launched 18 months ago. Phase one of the integration plan commenced when our envelope and print litho equipment base was consolidated in 2001."

In a related development, IWCO has expanded its personalization platform, including duplex capabilities, with the installation of two Océ VarioStream 7650 LEDs. The VarioStream line brings new format capabilities and an increase in throughput to address the recent growth in complex personalization programs. This new equipment is in addition to the Océ PageStream 530 Plus machines added in 2002.

"With the installation of the latest VarioStream equipment and technology from Océ, we continue to expand the capabilities and capacity of our vertical solution," said Jim Leone, vice president-operations. "The continued enhancement of our personalization platform provides unparalleled flexibility in toner selection, optimal print quality, and increased throughput. Combined with the consolidation of our lettershop services, IWCO's increased personalization capacity will drive flexibility, cost savings and cycle time reduction opportunities for direct marketers."

The Instant Web Companies, headquartered in Chanhassen, MN, has served the needs of North American direct marketers for more than 34 years. IWCO provides integrated direct mail services resulting in streamlined production for all components – printing, plastics, envelope conversion and mailing. IWCO's industry experience and technology along with proprietary P.O.S.T. (Postal Optimization Strategy and Technologies) and RideShare™ commingling and logistics management programs deliver dramatic postage savings and faster time to market.

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