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PRESS RELEASE

NEW EQUIPMENT PURCHASES AT DMS

Portland, Oregon 2012 — Direct Marketing Solutions (DMS), a nationally recognized direct marketing leader, has strengthened its security and production capabilities to meet its clients' needs while anticipating increased capacity for new clients.

“Several new client wins, along with increased work from existing clients, has allowed DMS to invest in this cutting-edge technology that not only improves our efficiency, but also ensures mailing accuracy and security which is vital in today’s data sensitive environment,” noted DMS President Steve Sherman.

Highlighting its recent purchases is the addition of Ironsides’ Automated Production Tracking (APT) systems to existing high-speed Flowmaster inserting machines. Currently configured to scan the IMB barcode and read sequence numbers embedded within the code, the APT will ensure 100% insertion. “The APT system will give our clients additional piece of mind when mailing confidential or highly personalized pieces to their customers,” Sherman added.

Other equipment purchases include:

- An additional continuous MICR line taking DMS overall daily MICR capacity to over 1MM per day.
- 2 (cold) micro-glue Model 428 GMS systems allowing DMS to double our cold glue snap pack capabilities within our bindery department to over 500M per day.
- Two additional Xerox 700 digital color printers that will increase the full variable color printing at DMS by over 50%

“2012 is shaping up to be DMS’ best year ever, and the addition of this new equipment puts the company in a position to continue serving our clients with enhanced production capabilities,” Sherman said.

ABOUT DIRECT MARKETING SOLUTIONS

Founded in 1982, Direct Marketing Solutions (DMS) is a full-service SSAE 16 certified direct marketing company offering complete DM services from concept to production to the mail stream, all under one roof. DMS engages clients throughout the lifecycle of integrated marketing campaigns from strategic planning through production and response data analysis, acting as an extension of its clients’ marketing department. Located in Portland, Oregon, and

serving national and regional clients in numerous verticals, DMS is the largest independent mailer in the Pacific Northwest.

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