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***For Immediate Release***

**IWCO DIRECT'S DEBORA HASKEL TO CHAIR PODI APPFORUM  
DIRECT MARKETING TRACK**

Chanhassen, Minn. (January 8, 2010) — IWCO Direct has announced that Debora Haskel, vice president-marketing, will lend her direct marketing expertise as chair of the Direct Marketing Track at the 2010 PODi AppForum. Held January 25 – 27, 2010 in Las Vegas, the AppForum is the industry's longest running conference dedicated to digital print. Haskel will also moderate the Track's closing session, *Direct Marketing – Taking the Next Steps*, which focuses on helping attendees turn ideas and solutions learned during the conference into business opportunities.

Direct Marketing Track sessions provide the latest best practices and strategies for creating and delivering innovative direct marketing solutions. As Chair, Haskel will ensure the Direct Marketing Track offers business owners and sales executives state-of-the-industry approaches to servicing and producing relevant direct response programs.

Educational sessions for the Direct Marketing Track will focus on the connection between social media and print; increasing response and conversion; leveraging digital print to stimulate business growth; selling direct marketing solutions; connecting with generations X and Y; and working through the relationship lifecycle.

**About PODi AppForum**

The PODi AppForum is the industry's longest running conference dedicated to digital print. Attendees will find vendor neutral, unbiased educational content focused on business strategy, sales, leading edge applications, and print on demand technology. The full AppForum program and speaker list is available at [www.podiforum.org](http://www.podiforum.org)

**About IWCO Direct**

IWCO Direct ([www.iwco.com](http://www.iwco.com)), one of the nation's largest providers of direct marketing solutions, has served the needs of North American companies for more than 40 years. IWCO Direct helps its customers acquire, retain, and engage customers and members through highly personalized paper-based and digital marketing programs. The company provides direct marketing like no one else by seamlessly supplying all design, production, mailing and management services in an integrated "total package" supply chain

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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, as well as its automated marketing program platform and proprietary data services.

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