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For Immediate Release

IWCO DIRECT FULFILLMENT SERVICES STRATEGY TO FOCUS ON IN-HOUSE INTEGRATION

Chanhausen, Minn. (Jan. 18, 2011) — IWCO Direct, a leading national provider of direct marketing solutions, has announced it is refining its fulfillment services strategy to focus only on integrated fulfillment programs with components generated in-house by IWCO Direct. As a result, IWCO Direct will begin to transition away from customer programs that require pick and pack fulfillment services with supplied components. Most of this business is currently managed through the Warminster, Pa. facility which was part of the company's acquisition of Transcontinental Direct's U.S. operations in 2010.

IWCO Direct will work closely with customers to transition their programs to another IWCO Direct facility as appropriate or help to source an alternative supplier. IWCO Direct will continue to provide fulfillment services at the Mail-Gard facility in Warminster, the Chanhausen, Minn. headquarters, and the Downey, Calif. facility. The Mail-Gard critical communications recovery operations in Warminster will not be affected by this change in strategy. The transition period is expected to be 60-90 days or longer in some cases. Approximately 50 Warminster employees will be affected and will work through the transition period or will be provided pay and benefits continuity.

In 2011 IWCO Direct will place a growing emphasis on automated marketing programs and digital growth, while further expanding Mail-Gard's critical communications recovery services.

About IWCO Direct

IWCO Direct (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 solution through operations in California, Minnesota and Pennsylvania. 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, proprietary data services and Mail-Gard critical communications recovery services. For the latest information on direct marketing trends, industry news, postal regulations and more, visit the [Speaking Direct](#) blog.

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