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For Immediate Release

IWCO Direct CEO Jim Andersen Named Graphic Arts Industry Leader of the Year by Printing Industry Midwest

Chanhassen, Minn. (April 27, 2018) — IWCO Direct, a leading provider of data-driven direct marketing solutions, announced that CEO Jim Andersen was honored as the Graphic Arts Industry Leader of the Year by Printing Industry Midwest (PIM). Andersen received the award during PIM's Star of Excellence Awards banquet, held in Minneapolis on April 26.

Andersen was recognized by his peers for his exemplary leadership at IWCO Direct. He is an active leader within the Minnesota business community, currently serving as a board advisor to MENTOR Minnesota, and holding a seat on the Executive Committee of the Minnesota Business Partnership. Andersen also served as president of Hazeltine National Golf Club when it played host to the 2016 Ryder Cup.

Andersen joined IWCO Direct as President and CEO in 1999. Under the direction of the company's leadership team, IWCO Direct initially created a Total Package supply chain solution for all aspects of direct mail production, pioneered postal optimization and commingling, and expanded the company's national footprint. Most recently IWCO Direct added a Marketing Services practice to provide clients with full agency services for their direct marketing campaigns. Annual revenue has grown from approximately \$84 million when Andersen first joined the company to more than \$470 million annually today. These successes led to the company's recent acquisition by Steel Connect, of which IWCO Direct is now a wholly owned subsidiary.

"I am honored and humbled by this recognition from Printing Industry Midwest," said Andersen. "It is truly a reflection of the hard work and commitment of everyone at IWCO Direct, and I extend my thanks to them. I'm excited about what we will accomplish together in the coming years as we continue to transform direct marketing."

About IWCO Direct

As a leading provider of data-driven direct marketing solutions, [IWCO Direct's](#) Power your Marketing[™] approach drives response across all marketing channels to create new and more loyal customers. The company's full range of services includes strategy, creative, and production for multichannel marketing campaigns, along with one of the industry's most sophisticated postal logistics strategies for direct mail. Through Mail-Gard[®], IWCO Direct offers business continuity and disaster recovery services to protect against unexpected business interruptions, along with providing print and mail outsourcing services.

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The company is ISO/IEC 27001 Information Security Management System (ISMS) certified through BSI, reflecting its commitment to data security. Stay current on direct marketing trends, industry news, postal regulations and more by subscribing to IWCO Direct's [SpeakingDIRECT](#) blog.

IWCO Direct is a wholly owned subsidiary of Steel Connect, Inc., a publicly traded diversified holding company (Nasdaq Global Select Market symbol "STCN"); Steel Connect, Inc. has two wholly owned subsidiaries, IWCO Direct and ModusLink Corporation. For more information, please visit [About Steel Connect, Inc.](#)

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