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For Immediate Release

**IWCO DIRECT LAUNCHES AMP™
AUTOMATED MARKETING PROGRAM PLATFORM**

Chanhassen, Minn. (April 16, 2008) — IWCO Direct, the nation’s leading provider of integrated direct mail production services and marketing solutions, is expanding its offerings for direct marketers with the introduction of AMP™, its automated marketing program platform. Building on the success of IWCO Direct’s year-end summary programs and loyalty mailing platforms, AMP was developed to meet the growing demand for specialized direct mail programs such as trigger mailings and response management services. AMP brings automation and efficiencies to campaign planning, strategy, and management.

Designed to help marketers deepen their relationships with customers, AMP seamlessly delivers the right offer at the right time in a package designed to drive response. AMP focuses on relevant and timely communications including trigger mail, event marketing, and loyalty programs, and complements IWCO Direct’s high-volume direct mail acquisition platform while leveraging scale and postage optimization.

“AMP provides solutions that allow our existing clients to extend relationships with the customers acquired through our direct mail platform,” said Tom Wicka, IWCO Direct executive vice president and chief marketing officer. “The AMP team will draw on our New York facility’s expertise with highly-personalized loyalty, trigger, and critical document solutions programs for customers.”

The year-end summary and trigger programs have made a significant contribution to IWCO Direct’s 20 percent compound annual growth rate over the past five years. To support this new platform, the company will accelerate plans to add equipment and technology.

IWCO Direct has also added three sales executives to support AMP. Deborah Challoner joins IWCO Direct from aVvantus, a full service direct marketing agency, where she served as president. Jason Carson was previously with Rapid Solutions Group where he held the position of director of strategic accounts. Rick Berman had served Global Document Solutions as vice president of strategic accounts.

About IWCO Direct

IWCO Direct (www.iwco.com) has served the direct marketing needs of North American companies for more than 35 years. With production facilities in Minnesota, New York and North Carolina, IWCO Direct is one of the nation’s fastest growing providers of direct marketing solutions. IWCO Direct provides direct marketing like no one else by seamlessly supplying all direct mail production services – print, envelope, plastic, mailing, automated marketing, and data services – in an integrated “total package” supply chain 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.

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