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For Immediate Release

**IWCO DIRECT SIGNS LETTER OF INTENT
TO SELL TEXAS OPERATIONS TO BUSINESS INK, COMPANY**

Chanhausen, Minn. (April 27, 2010) — IWCO Direct, a leading privately held national provider of direct marketing solutions, has signed a letter of intent to sell its Fort Worth, Texas, operations to Business Ink, Company of Austin, Texas. IWCO Direct's Fort Worth facility was part of its acquisition of Transcontinental Direct's U.S. operations earlier this month. The proposed transaction, which is targeted to close by mid-May, is subject to satisfactory completion of due diligence by Business Ink; terms are not disclosed.

"We approached IWCO Direct about the possibility of acquiring the Fort Worth operations because it offers a unique and attractive opportunity for our company to better serve our customers in this region," said Jim Goodwin, executive vice president of Business Ink. "Business Ink's expansion into the Fort Worth area will help us provide better services and additional capabilities to our Texas customers."

"As we evaluated how best to integrate all of the Transcontinental Direct facilities to drive the highest competitive advantage for customers through our new coast-to-coast platform, it became apparent that building out our total package platform in Texas was not feasible and hindered our ability to deliver a postage and logistics model that is truly the best in the country," said Jim Andersen, IWCO Direct president and CEO. "However, the Fort Worth operations provide significant opportunities for Business Ink to efficiently expand its service to Texas customers. The highly skilled Fort Worth staff is dedicated to their customers and we are pleased with this solution that takes advantage of the existing infrastructure."

IWCO Direct plans to retain some Fort Worth assets including the Mail-Gard Critical Communications Recovery operation which will be deployed to Minnesota and expanded there to support the growth anticipated from this business. Mail-Gard, powered by IWCO Direct, offers comprehensive data security and critical communications recovery services. Fort Worth employees who are not offered positions by Business Ink will receive pay and benefit continuation through the end of June from IWCO Direct.

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About Business Ink

Business Ink, Co. (BusinessInk.com) draws together the right resources to capture, manage, package, and distribute high-profile data and information. Rather than relying on pre-packaged, commodity solutions, we craft a course of action tailored to an organization's unique business requirements. Our customers count on us to be a collaborative contributor, and to adding quality and value wherever we touch their business processes. We commit our strengths – domain expertise, accountability, and resourcefulness – to our customers' missions.

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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, Texas, 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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