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For Immediate Release

IWCO DIRECT COMPLETES SALE OF TEXAS OPERATIONS TO BUSINESS INK, COMPANY

Integration of Transcontinental Direct's U.S. Assets into IWCO Direct on Track to Advance National Footprint

Chanhassen, Minn. (May 18, 2010) — IWCO Direct, a leading, U.S.-based privately held provider of direct marketing solutions, has successfully completed the sale of its Fort Worth, Texas, operations to Business Ink, Company of Austin, Texas. Terms of the deal were not disclosed. The Fort Worth facility was part of IWCO Direct's acquisition of Transcontinental Direct's U.S. operations, which was completed in April. Business Ink will offer positions to more than half of the employees, and those not offered positions will receive pay and benefit continuation through the end of June from IWCO Direct.

IWCO Direct is integrating Transcontinental Direct's U.S. assets to create a national footprint with enhanced equipment and technology offerings in California, Minnesota and Pennsylvania. The overall integration of Transcontinental Direct has progressed as planned and has been seamless to customers. IWCO Direct is retaining some Fort Worth assets including the Mail-Gard Critical Communications Recovery operation. [Mail-Gard, powered by IWCO Direct](#), offers comprehensive data security and critical communications recovery services.

"The Texas Mail-Gard operation will be transitioned to Minnesota and expanded to support anticipated growth as an important resource for our customers," said Jim Andersen, IWCO Direct president and CEO. "The transaction with Business Ink went smoothly and we are confident Business Ink and its customers will benefit from the infrastructure and skilled staff in Fort Worth."

"We approached IWCO Direct in early April and since then we have satisfactorily completed our due diligence process to purchase the Fort Worth operations," said Jim Goodwin, executive vice president of Business Ink. "In addition to preserving jobs in the Fort Worth area, we're pleased that this new facility and our new colleagues will help us better serve our customers in this region."

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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, 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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