

Contact:

IWCO Direct

Debra Haskel
Vice President Marketing
(952) 470-3295
debra.haskel@iwco.com

Strother Communications Group

Jeron Udean, Account Supervisor
(612) 288-2414 • jeronu@scgpr.com
Stephanie Haugan, Vice President
(612) 288-2404 • stephh@scgpr.com



For Immediate Release

IWCO DIRECT EXPANDS DIGITAL COLOR CAPABILITIES WITH INSTALLATION OF XEROX iGEN3 DIGITAL PRESS

Chanhasen, Minn. (April 2, 2009) — IWCO Direct, the nation’s leading provider of integrated direct mail production services and marketing solutions, announces the expansion of its variable digital production capabilities with the addition of a Xerox iGen3®.

The iGen3 was selected for its advanced technology, image quality, and application flexibility to meet the needs of IWCO Direct’s leading customers. The iGen3 will complement IWCO Direct’s existing digital platform that successfully develops streamlined, zero inventory solutions for complex direct mail and member communications programs.

“The installation of the iGen3 will further enhance our ability to effectively create, produce, and manage our customers’ most complex communications programs. Having the right workflow for the right marketing message is another extension of our "total package" platform for our customers," said Tom Wicka, IWCO Direct EVP & CMO.

About IWCO Direct

IWCO Direct (www.iwco.com) has served the direct marketing needs of North American companies for more than 40 years. IWCO Direct is one of the nation’s fastest growing providers of direct marketing solutions, providing 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, as well as AMP™, its automated marketing program platform.

-end-