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***For Immediate Release***

## **IWCO DIRECT COMPLETES ACQUISITION OF TRANSCONTINENTAL DIRECT U.S. OPERATIONS**

Chanhassen, Minn. (April 1, 2010) — IWCO Direct, a leading, U.S.-based privately held provider of direct marketing solutions, announced it has successfully completed the acquisition of U.S. operations from Transcontinental Direct, a high-volume direct mail organization with facilities across the United States. The purchase price was approximately \$100 million. This transaction provides IWCO Direct a national footprint to further strengthen the company's exceptional ability to execute and deliver highly effective direct marketing campaigns.

"We welcome our new colleagues and customers into IWCO Direct," said Jim Andersen, IWCO Direct president and CEO. "The breadth and financial stability of our newly combined resources offer tremendous value for customers seeking delivery of highly effective customer acquisition, loyalty and engagement direct marketing programs."

The strategic alignment of the two organization's complementary technology and service capabilities fortifies IWCO Direct's postal strategy. With advanced, diverse production centers and a highly skilled workforce located near the country's major population centers, IWCO Direct will provide operational efficiencies through equipment deployment and other synergies to help customers deliver their messages more precisely and efficiently than ever before.

IWCO Direct acquires Transcontinental Direct's U.S. operations in Warminster and Hamburg, Pa., Downey, Calif. and Ft. Worth, Texas. "We are focused on seamlessly integrating Transcontinental Direct into IWCO Direct's culture and production processes as we work toward a balanced platform across our national footprint," explained Andersen.

### **About IWCO Direct**

IWCO Direct ([www.iwco.com](http://www.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

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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 its automated marketing program platform and proprietary data services. For the latest information on direct marketing trends, industry news, postal regulations and more, visit the [Speaking Direct](#) blog.

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