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For Immediate Release

IWCO DIRECT ANNOUNCES PURCHASE OF DGI SERVICES ASSETS

Expansion of capital asset base enhances capacity and flexibility for customers

Chanhassen, Minn. (December 05, 2011) — IWCO Direct, a leading national provider of [direct marketing solutions](#), announced it has purchased a portion of the assets of DGI Services, LLC. DGI Services is a fully integrated direct marketing services provider headquartered in Swedesboro, N.J. with an additional location in Cerritos, Calif. IWCO Direct will transition the acquired assets to its existing locations in California, Minnesota and Pennsylvania. The acquisition will advance IWCO Direct’s strategic capital investment plan and allow the company to offer its customers the broadest range of direct marketing services. Terms of the deal were not disclosed.

“This transaction presented a unique opportunity for IWCO Direct to serve the immediate needs of DGI’s customer base while enhancing value to our current customers and DGI’s customers through additional equipment options,” commented Jim Andersen, IWCO Direct chief executive officer.

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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