

Contacts

Debora Haskel, 952-470-3295, debora.haskel@iwco.com
Jeron Udean, 612-288-2414, jeronu@scgpr.com

For Immediate Release**John Ashe Joins IWCO Direct as CEO**

Chanhausen, Minn. (May 18, 2020) – IWCO Direct, a leading provider of data-driven direct marketing solutions, welcomes John Ashe as its new Chief Executive Officer, succeeding Jim Andersen. Steel Connect, Inc. (NASDAQ: STCN) announced the appointment of Ashe earlier today.

Ashe joins IWCO Direct from Lucas-Milhaupt, a global manufacturer of metal-joining products and associated fabrication services, and a business unit of Steel Partners Holdings L.P. (NYSE: SPLP), where he was President and Chief Executive Officer since 2018. He was previously Senior Vice President and General Manager at OMG, Inc, a business unit of Steel Partners, which is a global supplier of specialty fasteners and products for commercial and residential construction applications. Ashe was with OMG from 1992 to 2018.

Ashe will report directly to Warren Lichtenstein, Executive Chairman and Interim Chief Executive Officer of Steel Connect, Inc.

“John has a demonstrated track record of leadership and building value for all stakeholders. John has the ability to forge client relationships and lead with innovation. He is an empathetic leader who has passion and perseverance, and he is the right person to take over the leadership of IWCO Direct,” Lichtenstein said in the Steel Connect announcement. He is a great example of our SteelGrow program, which provides tools and resources to retain and reward our team and demonstrates our commitment to recruit and promote from within the Steel family of companies.”

“I am honored to lead IWCO Direct as CEO,” said Ashe. “I look forward to working with our exceptional leadership team, employees, and clients as we continue to advance our data-driven direct marketing solutions. Jim Andersen offered inspirational leadership, mentorship and friendship to so many during his remarkable career at IWCO Direct. I am well aware that I have big shoes to fill.”

Jim Andersen joined the company in 1999 and helped transform it into one of the largest providers of integrated direct marketing solutions in the United States, combining strategy, creative, and execution for highly

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sophisticated omnichannel direct marketing campaigns. Among his notable achievements, he was honored with the 2010 Harry V. Quadracci VISION award from the Printing Industries of America and was inducted into the Printing Impressions/RIT Printing Industry Hall of Fame in 2008.

About IWCO Direct

As a leading provider of data-driven direct marketing solutions, [IWCO Direct's](#) Power your Marketing™ approach drives response across all marketing channels to create new and more loyal customers. The company's full range of services includes strategy, creative, and execution for omnichannel marketing campaigns, along with one of the industry's most sophisticated postal logistics strategies for direct mail. Through Mail-Gard®, IWCO Direct offers business continuity and disaster recovery services to protect against unexpected business interruptions, along with providing print and mail outsourcing services. The company is ISO/IEC 27001 Information Security Management System (ISMS) certified through BSI, reflecting its commitment to data security. Stay current on direct marketing trends, industry news, postal regulations, and more by subscribing to IWCO Direct's [SpeakingDIRECT](#) blog.

IWCO Direct is a wholly owned subsidiary of Steel Connect, Inc., a publicly traded diversified holding company (Nasdaq Global Select Market symbol "STCN"); Steel Connect, Inc. has two wholly owned subsidiaries, IWCO Direct and ModusLink Corporation. For more information, please visit [About Steel Connect, Inc.](#)

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