

## NEWS

Release Date: February 22, 2006

### **MSP Digital Direct's Jim Young tapped by Hewlett Packard to speak at 2006 PODi Applications Forum Breakfast Briefing**

MSP Digital Direct, a division of 50 year old direct mail marketing company, Mailing Services of Pittsburgh, announced today that computer industry giant, Hewlett Packard, has tapped MSP Digital Direct's Division Vice President and General Manager, Jim Young, to tell the MSP Digital Direct success story during an HP sponsored breakfast briefing at the annual 2006 PODi Applications Forum in Las Vegas, NV, February 27th - March 1st.

MSP Digital Direct utilizes Hewlett Packard's state-of-the-art Indigo digital offset printing technology to develop and execute personalized, one-to-one direct marketing and marketing collateral management programs for businesses and non-profit fund raisers across the country. Jim Young, a 19-year printing and mailing industry veteran, is recognized as a digital services industry expert and has spoken at various events including each of the last two PODi Application Forums.

"I am always happy to tell the MSP story" said Young, "and it is flattering that a highly recognized, international company like HP thinks we have a story worth telling. We entered the digital services industry with a plan to bring results oriented direct marketing and collateral management programs to our clients. We are very self conscious about being labeled a 'printer' or 'mail house'. We are a personalized direct marketing company and our solutions help our clients make money and save money. HP, with its advanced technology and excellent support, is a big part of the success equation at MSP" added Young.

PODi, the Digital Printing Initiative, is leading the evolution of digital printing. In addition to MSP Digital Direct and Hewlett Packard, key members of PODi include Xerox, IBM, Pitney Bowes and Kodak. The PODi Applications Forum is a 3-day event offering a balance of educational information, real-world results, and productive networking opportunities.

#### About Mailing Services of Pittsburgh (MSP) and MSP Digital Direct

MSP, located just outside of Pittsburgh, PA, is a full-service direct marketing firm that serves businesses and non-profit organizations nationwide. MSP offers a complete range of services, from marketing strategy to creative development, data processing, print production, lettershop services, and logistics. As a leading direct marketing facility in the country, MSP, founded in 1956, produces 400 million pieces of mail per year in its 150,000-square foot facility.

MSP Digital Direct is a division of MSP, specializing in personalized, One-to-One Direct Marketing and Web-to-Print solutions for branded, personalized marketing materials and direct mail on demand. Additional information regarding MSP and MSP Digital Direct may be obtained by calling (724) 774-3244 or on the World Wide Web at [http:// www.msp-pgh.com](http://www.msp-pgh.com). Jim Young may be reached via e-mail at: [jyoung@msp-pgh.com](mailto:jyoung@msp-pgh.com).

- END -