

NEWS

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MSP's Jim Young Will Lead One-to-One Marketing Session at Mortgage Bankers Association of PA 13th Annual Keystone Conference

Freedom, PA - MSP's (Mailing Services of Pittsburgh, Inc.) Jim Young will team with independent marketing representative, Marc Laucks, of York, PA to teach One-to-One Marketing techniques to a group of mortgage banking professionals at the MBA of PA's 13th Annual Keystone Conference in Scranton, PA, on September 9, 2004.

"This is a great opportunity to continue spreading the word about the effectiveness of using segmentation and personalization to market to individuals based upon their specific needs and preferences. This engagement with the MBA of PA is not about selling MSP's services; it is about gaining exposure for the market that we are out there creating everyday" said Young.

Young is the General Manager of MSP Digital Direct, a division of Mailing Services of Pittsburgh. He joined MSP in January of 2003 to start MSP Digital Direct. Young works with direct marketers like Marc Laucks to help non-profit and for-profit organizations achieve exceptional results from their direct marketing programs through data analysis, segmentation, and personalization in the form of full color variable photographs, graphics, and text.

Young continued, "We're creating a new way to connect with people and organizations. It's exciting. One-to-One Marketing has been around for a while, but it hasn't been widely accepted. We've also integrated one-to-one marketing with a branded web interface that empowers users to execute entire One-to-One Marketing campaigns online. One of our clients reported that they are earning seven dollars in profit for every dollar they are spending on the program. That's powerful!"

Jim Young is a 17 year printing and mailing industry veteran. Young spent 15+ years as an Account Executive and Regional Vice President with a Cincinnati, OH based company before joining MSP in January 2003.

About 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 to data processing to print production to lettershop services to logistics. As a leading direct marketing facility in the country, MSP, founded in 1956, produces more than 350 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 Marketing and web-to-print management solutions for branded, personalized marketing materials and business communications 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>. Jim Young may be reached via e-mail at jyoung@msp-pgh.com.