



For Immediate Release

Contact: Jim Young
Vice President
MSP Digital Direct
800-876-3211 or 724-774-3244
jyoung@msp-pgh.com

MSP Digital Direct Case Study Published in PODi's Best Practices Report – 6th Edition

Freedom, PA – December 28, 2006 – MSP Digital Direct, a division of 50-year-old Mailing Services of Pittsburgh, announced that their case study, “Action Systems, Inc. Uses VDP to Generate Software Sales Leads” has been published in the 2006 PODi Best Practices Report – 6th Edition. The report is the latest in a highly acclaimed series featuring 46 new digital marketing solutions case studies as well as best practice principles for creating highly effective personalized marketing communication solutions. This year's report addresses an extremely broad range of markets, applications and objectives, with examples covering 12 different vertical market segments and 5 business applications.

“We are honored that PODi selected our case study for their 2006 publication” said Jim Young, Vice President of MSP Digital Direct, “and we are thankful that our client, Action Systems, Inc., agreed to let us tell others how we are helping them grow their business.”

About MSP Digital Direct

MSP Digital Direct, a division of Mailing Services of Pittsburgh, specializes in developing and executing marketing communication programs that integrate personalized print, e-mail, and the Internet to deliver outstanding results for its clients. Typical applications include 1:1 Direct Mail, Personalized Landing Pages (aka PURL's), Customized Marketing Collateral and Requests for Product/Service Information On Demand that are tailored to the requestor's specific interests. Organizations in both non-profit and for-profit markets benefit from significant increases in direct mail response rates, successful cross-selling and up-selling of products and services, greater customer retention and overall satisfaction associated with establishing “One-to-One” relationships with clients. Additional information regarding MSP Digital Direct may be obtained by contacting Jim Young at (724) 774-3244 or on the World Wide Web at www.mspsdigitaldirect.com. Jim Young may be reached via e-mail at: jyoung@msp-pgh.com.

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About PODi

PODi, the Digital Printing Initiative, leads the evolution of the digital printing infrastructure by promoting interoperability through standards and advances the opportunities in digital printing technology through market development activities including the publication of articles and industry speaking engagements. Membership in PODi is open to leading vendors, developers and print service providers involved in digital printing. Additional information regarding PODi may be obtained by calling (585) 239-6063 or on the World Wide Web at <http://www.podi.org>.

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