



For Immediate Release

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MSP Digital Direct's Jim Young is In Demand at ON DEMAND

Freedom, PA: May 5, 2006 – Jim Young, Vice President of MSP Digital Direct, a division of 50 year old direct mail marketing company, Mailing Services of Pittsburgh, has been tapped by two organizations as a guest speaker at the **ON DEMAND Conference & Expo in Philadelphia, May 15th – 18th**. The ON DEMAND Conference & Expo is the world's leading Digital Printing Conference. It encompasses all of the technologies that are used to create, manage, personalize, print and deliver content.

“It is certainly an honor to be asked to share my views on the future of the digital services industry at a prestigious event like ON DEMAND” said Young. “I will do my best to give the audience value in exchange for their time and attention.”

Young's first session titled, *Where Do We Go From Here? What Products and Services to Offer Next?*, hosted by InfoTrends, a worldwide document technology strategy and consulting firm, is designed to help digital printing companies decide upon future service offerings. “In my opinion” added Young, “the digital printing industry is in the late stages of early adoption, perhaps beyond early adoption. Commoditization will start to creep in during the next life stage of the industry and that will lead to declining margins. Digital service providers need to stop thinking like printers who sell based upon the cost of putting ink on paper, and start thinking like marketers. They need to develop profitable, non-print revenue sources or they won't survive in the long run. That is what we are trying to accomplish at MSP Digital Direct and that is the message I will deliver at ON DEMAND.”

Young's second appearance will be hosted by Pageflex, a leading provider of software for web-enabled document customization and personalization. “Pageflex is a trusted partner of MSP's. We use their Web-to-Print software to do exactly what I am going to advise others to do in my first session: To differentiate MSP Digital Direct in the marketplace and develop services other than putting ink on paper” commented Young.

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MSP Digital Direct is nationally recognized for its Web-to-Print solutions and was recently honored through the publishing of a client case study in the prestigious PODi Best Practices in Digital Print, 6th Edition.

“MSP Digital Direct is by no means a finished product” concluded Young, “but it is clear that we have captured the attention of the digital services industry by the way we are positioning our business.”

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 campaigns 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>. Jim Young may be reached via e-mail at: jyoung@msp-pgh.com.

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