



For Immediate Release

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

Jim Young to tell the “MSP Story” at On Demand Conference & Exposition

MSP Digital Direct is recognized as an industry leader in Web-to-Print and 1:1 Direct Marketing

Freedom, PA: May 6, 2005 – More than 20,000 business decision makers and suppliers will converge May 17-19 at the Pennsylvania Convention Center in Philadelphia, PA for the ON DEMAND Conference & Exposition and MSP Digital Direct, a division of Mailing Services of Pittsburgh, has been invited to tell the “MSP story” at Pageflex Theater at ON DEMAND.

Jim Young, General Manager of MSP Digital Direct, has been invited by Pageflex, a leading software developer for web-enabled direct marketing and print on demand solutions, to speak to attendees at ON DEMAND about MSP Digital Direct’s approach to selling, implementing, and managing Web-to-Print solutions. Young is a recognized digital services industry expert and has been a guest speaker each of the past two years at the annual PODi Applications Forum in Las Vegas.

“MSP made a conscious decision when it entered the digital services business just over two years ago that we would not become a commodity digital printer. We recognized that we had core competencies that differentiated us from most of our competitors, and we are growing our business around those strengths. We have been fortunate to gain significant recognition in a short period of time”, said Young. According to Young, MSP Digital Direct’s differentiating strengths include a strong IT department and a thorough understanding of how to work with the US Postal Service.

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“We mail nearly 400 million pieces of direct mail a year. Not many digital services companies can match our capacity”, added Rich Bushee, President of MSP. “Most of the competition in this space is from traditional offset printers, and not many of them have a need for a large programming staff. Variable data programming has been a part of our business for nearly our entire existence”, added Bushee.

Young added that Pageflex software is making a big difference for MSP Digital Direct. “Pageflex is the best product for our needs, and we think it is the best in the business. That said, it takes talented web programmers to get the most from the software, and we are fortunate to have an inquisitive staff that likes to push the envelope”, said Young.

Rich Bushee concluded, “We have big plans for this division of MSP. It is great to be recognized for the applications we have developed, but the best is definitely yet to come.”

About Mailing Services of Pittsburgh and MSP Digital Direct

MSP, located just outside 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 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 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>.

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