



August 24, 2006

MSP Adds Pair Of HP Indigo 5000 Digital Presses

MSP Digital Direct Invests in the Latest HP Indigo Digital Printing Presses to Power its Growing Digital Print Operation.

Freedom, PA, August 21, 2006 – [MSP Digital Direct](#), a division of 50-year-old Mailing Services of Pittsburgh, recently added two HP Indigo 5000 digital offset printing presses to its digital services operation located within the MSP direct mail production facility just outside of Pittsburgh, PA.

“We felt the time was right to make this move. Our digital services business is growing and we need additional capacity as well as internal redundancy to meet the needs of our clients”, commented Rich Bushee, President of MSP.

Personalized Marketing

MSP Digital Direct is a personalized marketing communications company, leveraging the HP Indigo 5000’s ability to produce high quality, customized and personalized documents for direct mail promotions, Web-to-Print programs, Print on Demand programs, business communications, brochures, sales sheets, training materials, statements, invoices and manuals. The on demand flexibility of the HP Indigo 5000 digital printing press makes it ideal for delivering the right information to the right audience at the right time.

MSP Digital Direct provides a suite of integrated marketing services that include creative strategy and development, data management services, personalized direct mail and customized marketing collateral, and integrated marketing programs that include personalized landing pages, and e-mail marketing.

Closing the Loop

“The ability to seamlessly execute (print and mail) the marketing programs and ideas we develop for our clients closes the loop and makes MSP Digital Direct a true, single source marketing service provider”, added Jim Young, Vice President of MSP Digital Direct, “and the new HP Indigo 5000 presses make us a formidable player in the digital services industry.”

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 Digital Direct may be obtained by contacting Jim Young at (724) 774-3244 or on the World Wide Web at www.mspdigitaldirect.com.

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