

NEWS

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MSP's JIM YOUNG TAPPED AS DIGITAL PRINTING EXPERT BY PODi

MSP's (Mailing Services of Pittsburgh, Inc.) Jim Young has been selected as a leading expert in the digital printing industry by PODi, the Print On Demand initiative, and will speak at the organization's upcoming Applications Forum in Las Vegas, in February.

MSP, a full service direct marketing firm, hired Young in January 2003 to start MSP Digital Direct, a digital printing and mailing solutions provider specializing in personalized, One to One Marketing and web based Marketing Collateral Management Systems for producing branded, personalized marketing materials and business communications on demand.

"It's an honor to be selected by PODi, especially since MSP Digital Direct has only been in business for about a year" said Young. "This opportunity provides tremendous exposure for MSP Digital Direct", Young continued. "It was unexpected."

Young said MSP was selected by PODi after submitting a case study on a successful, personalized digital print and mail application that drew an 11% response for an insurance industry client. Traditional direct mail typically draws response rates in the 1% - 2% range. MSP Digital Direct mines customer data and uses relevant personalization to help companies and non-profit organizations achieve exceptional response rates from their direct mail programs. "It's all about marketing to individuals versus marketing to the masses" said Young. "People respond to offers that are personalized to their specific needs and preferences."

Rich Bushee, President of MSP, added, "We started MSP Digital Direct to differentiate MSP in a crowded marketplace, and to bring additional value to our clients. We have high expectations for the division."

Jim Young is a 16 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. "We've come a long way in less than a year, but we still have a long way to go to establish this business. It's quite a challenge" said Young. "This is not an easy sale because we are asking marketers to consider their cost per response using relevant personalization from a mined database verses their cost per piece to get one to two percent from traditional direct mail. It requires a different mind set. We know it works, but convincing marketers to take a leap of faith is not easy. The good news is that there are more and more digital success stories being published everyday, and there are organizations like PODi promoting this business. I'm grateful for PODi, and particularly grateful for the opportunity to speak at their upcoming Applications Forum."

About MSP 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 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>.

About PODi

PODi 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>.