

## NEWS

**Release Date:** January 12, 2005

### **MSP DIGITAL DIRECT'S JIM YOUNG NAMED WEB-TO-PRINT EXPERT BY PODi**

For the second consecutive year, MSP Digital Direct's (a division of Mailing Services of Pittsburgh, Inc.) Jim Young has been selected as a leading expert in the digital printing and mailing industry by PODi, the Print On Demand Initiative. Young will present a case study featuring MSP's proprietary Web-to-Print technology at PODi's upcoming Applications Forum in Las Vegas, February 7-9, 2005.

"The first question I am always asked is, 'What is web-to-print?', said Young. "First of all, Web-to-Print has nothing to do with traditional web printing presses. A Web-to-Print solution is a branded web site where users access document, brochure, and direct mail templates. Users are empowered to customize these materials, attach a database for personalization to the recipient, proof what they have created, and place an order from their computer", Young explained.

Web-to-Print solutions are ideal for companies that franchise their business, sell through channel partners, agents, distributors, and resellers, organizations with dispersed sales representatives, and organizations who want to ensure brand integrity and compliance information while empowering users who are closest to their customers.

"Web-to-Print is a win-win for the corporate entity as well as the end user" said Young. "While the user gets to control his marketing message, the corporate entity gets to lock- in its brand assets and ensure the integrity of sensitive compliance information. Organizations spend big money to create and establish their brand. With a custom Web- to-Print solution from MSP, the corporate client controls the user's ability to edit aspects of an application template. Web-to-Print helps organizations get the right message, in the right hands, at the right time", concluded Young.

Young will present a case study featuring a Silver Spring, MD based software developer who sells point of sale software to the restaurant industry. The software developer sells exclusively through independent, value added resellers. "This is an ideal scenario" said Young. MSP's client offers resellers a co-op direct mail program to help promote their respective businesses. The resellers can co-brand the materials with their logos – in full color. They can also customize certain text areas and personalize the materials with the recipient's name and the restaurant name.

Young added that the resellers are reporting excellent results from the program. "One of the resellers reports that they are earning seven dollars in net profit for every dollar they are spending on the program. That's powerful!"

About being selected as an expert speaker by PODi for the second consecutive year, Young said, " I am blessed to work with a group of talented, hard-working people. I may be the one who gets to stand up front and enjoy hearing himself talk – and I admit that I do enjoy it – but I would be lost without the support of MSP and the fine folks with whom I work."

- more -

#### 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 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>.

#### 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>.

- end -