

FOR IMMEDIATE RELEASE

PR CONTACT:

BROADFORD & MALONEY INC.

Martin Maloney, 203-661-2900, m.maloney@bmc corp.com

MEMBER CONTACT:

IWCO DIRECT

Debora Haskel, 952-470-3295, debora.haskel@iwco.com

IWCO DIRECT JOINS THE PRINT COUNCIL

WASHINGTON, DC, February 5, 2007 — The Print Council, a national business development initiative dedicated to promoting the greater use of printing and print media, today announced that IWCO Direct, a leading national provider of integrated direct mail solutions, has joined the growing membership of the organization. As a member of the Council, IWCO adds its support to the alliance of companies dedicated to increasing the market for printed materials.

“We look forward to working with The Print Council to be advocates for the power of print,” said Jim Andersen, IWCO Direct President and CEO. “We will work hard with them on a number of issues, including strengthening the printing industry workforce, supporting legislative and regulatory policies that impact our industry, and increasing awareness of the value of print.”

Ben Cooper, Executive Director of The Print Council, commented, “We are delighted to welcome IWCO Direct as our newest partner in raising industry-wide awareness of the vitality of print and the important role it plays in the nation’s economy for advertisers and the entire communications stream.”

About IWCO Direct

IWCO Direct (www.iwco.com) has served the direct marketing needs of North American companies for more than 35 years. With production facilities in New York and Minnesota, IWCO Direct is one of the nation’s fastest growing providers of direct marketing solutions. IWCO Direct provides direct marketing like no one else by seamlessly supplying all direct mail production services – print, envelope, plastic, mailing, fulfillment, and data services – in an integrated “total package” supply chain solution. IWCO Direct pioneered commingling and continues to provide its customers with dramatic postage savings and faster time to market through its proprietary IWCO P.O.S.T. (Postal Optimization Strategy and Technologies) and RideShare™ commingling and logistics management programs.

MORE...

About The Print Council

Through education, market development, enhanced awareness, advocacy and research, The Print Council serves the industry by working to develop, maintain and expand the market for printed materials. Launched in 2003, The Print Council's members now number in the hundreds, representing more than 50 companies, including many of the largest names in the industry. For more information about The Print Council, contact Ben Cooper, Executive Director, at 202-973-5977, by e-mail at bycooper@wms-jen.com, or on the Web at www.ThePrintCouncil.org.

- B M I -

MEMBERS

Allegra Network
Corporate Press
EFI
Friesens Corp.
Heidelberg USA
International Paper
IWCO Direct
Jacob North Printing

Japs-Olson
The John Roberts Company
Kodak Graphic Communications
Komori
Lawton Printing
MAN Roland
Mitsubishi Lithographic Presses

NewPage
Sandy Alexander
Sappi Fine Paper
Sheridan Group
U.S. Postal Service
Williamson Printing
Xerox

ASSOCIATE MEMBERS

Broadford & Maloney Inc.
Cal Poly
CUNY
Cygnus Business Media
DMA
EMA
GAA
Graphic Communications World
Group M
Hebert Communications
HSPR
IAPHC

InfoTrends
Innes Publishing
Kean University
Leo Burnett
Liberty or Death Communications
Media Ink
NAK Marketing & Communications
NAPIM
NAPL
New England Printer & Publisher
North American Publishing
NPES

NPTA
NYU
PennWell
PIA / GATF
Press+
Primedia Business
Print Buyers Online
Reed Business
Rogers Media
TAGA
WhatTheyThink.com
Xplor International