



PRESS RELEASE

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VERTIS COMMUNICATIONS ADDS ADVANCED COMMINGLING TO INDUSTRY-LEADING POSTAL OPTIMIZATION CAPABILITIES

New Solution Drives Higher Postal Discounts, Improves Delivery and Tracking for Clients

BALTIMORE, MD (May 9, 2012) – [Vertis Communications](http://www.vertiscomm.com), a results-driven marketing communications company, today announced an extension to its proven postal optimization offerings with the addition of advanced commingling capabilities. With commingling, Vertis improves its comprehensive postal solution that moves its clients' programs further downstream in the USPS delivery system and achieves higher postal discounts.

Vertis' addition of commingling enhances a full suite of delivery solutions that ensure mail campaigns will reach clients' intended audiences on time and on budget. In addition to offering copalletization and drop ship, which afford clients discounts and improved penetration into the postal system, Vertis' commingling capability delivers lower postal rates with greater saturation. With advanced commingling, Vertis integrates data processing to optimize postal sortation along with a proprietary postal optimization process to maximize end-to-end traceability of mail. Now, Vertis' clients can locate individual mail pieces at any time and even review images of those pieces captured in process during commingling for complete accountability.

"Today, businesses and organizations must find ways to manage rising postage, processing and logistics costs, and meet speed-to-market demands in order to drive marketing ROI," said Dave Colatriano, Chief Operating Officer, Direct Marketing, Vertis Communications. "We are excited to add the commingling solution to our best-in-class postal optimization capabilities. It will dramatically improve our clients' delivery time, save them money, and increase their customer response."

As an industry leading provider of direct marketing services, including turnkey mail delivery solutions, Vertis maximizes efficiencies and savings in every aspect of clients' mail programs, from piece design and formatting to mail file optimization, to print production and logistics. With a deep understanding of USPS regulatory changes, Vertis recommends the appropriate direct mail format designs that will ensure compliance, achieve desired postal rates and continue to generate response for clients. The company's data optimization solutions reduce print waste and postal costs while improving customer targeting, and its logistical planning tools help clients minimize delivery times and obtain absolute visibility of mail movement.

"We are proud of the partnership we share with the USPS and can leverage nearly three decades of expertise in mail planning, preparation and movement to help our clients create successful direct mail programs that earn the best postage and delivery costs possible," said Colatriano. "We are also pleased to announce a new strategic alliance with 5 Digit Plus that creates a major competitive differentiation of our commingling capabilities."

Through 5 Digit Plus, Vertis offers clients maximum traceability of each mail piece from file preparation through delivery. Unlike standard commingling that requires the physical mail pieces of multiple customers to be dumped together to build mail trays, Vertis employs data to initiate the process and

ensure accountability of each individual mail piece. The sophisticated process allows Vertis to achieve lower-cost postal rates for clients' mail and thus earn greater postage savings.

For more information about Vertis' postal optimization strategies, please contact Amy Bowman with Stanton Communications at 410-727-6855 or abowman@stantoncomm.com. To request a copy of the new Vertis guide, "*Navigating the New USPS – Production, Postage & Logistics Strategies to Benefit Your Bottom Line*," visit www.vertis-postal-optimization.com.

About 5 Digit Plus

Headquartered in Burlington, N.J., 5 Digit Plus lets customers achieve the lowest-possible postage and delivery costs for their mail while also tightening the delivery window and allowing tracing and tracking of individual mail pieces to the USPS facility closest to its destination with full accountability of mail quantities and costs. Customers can review or receive photographic captures of pieces during the commingling process and carefully follow each mail piece throughout its delivery to coordinate electronic or multimedia follow-up. For information, email info@5DigitPlus.com or visit www.5digitplus.com.

About Vertis Communications

Vertis Communications is a results-driven marketing communications company that delivers inventive advertising, direct marketing and interactive solutions to prominent brands across North America. Our deep industry knowledge and extensive range of offerings—including integrated data solutions, digital program management systems, creative services, world-class print and mail production, logistics, out-of-home and business process outsourcing—are used to deliver superior program performance that drives bottom line results for our clients. With 100 strategically positioned locations and more than 5,000 dedicated professionals, we deliver impeccable quality and fast turn-around to any market. For more information, visit www.vertisinc.com.

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