



PRESS RELEASE

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VERTIS COMMUNICATIONS APPOINTS 35 YEAR INDUSTRY VETERAN CHUCK KOEHLER TO COLOR ENGINEERING TEAM

*Vertis Boosts Brand Management and Profitability for Clients Through Industry-Leading
Color Science and Print Quality Control*

BALTIMORE, MD (January 12, 2012) – [Vertis Communications](http://www.vertisinc.com), a results-driven marketing communications company, today announced the appointment of Chuck Koehler as Senior Color Engineer. A recognized industry leader, Koehler's innovative techniques will enhance Vertis' reputation for excellence in print solutions and color management and protect brand integrity for all Vertis clients.

Koehler most recently served as Color Specialist for Heidelberg USA, the world-wide leading provider of solutions for the printing industry, where he was responsible for all aspects of color reproduction, including color control, proofing systems, and color management for print and various platforms. Koehler's innovative solutions have realized dramatic results including improved press optimization and characterization. As an active member of Industry Standards groups and organizations, including the Graphic Arts Technical Foundation, Koehler helped shape the direction that technology has moved in the past decade.

"We are excited to welcome Chuck Koehler, a proven industry expert, to Vertis' team of color authorities," said Michael Kalman, Vice President of Packaging Operations for Vertis Communications. "Chuck brings an in-depth understanding of our industry and a passion for color and print engineering that will elevate consumer brand awareness for all of our clients, including Hershey, Tyson Foods, Lowe's and Macy's."

Koehler will work with Vertis' color engineering team to positively impact its clients' brands and bottom lines. From packaging and large format to inserts and innovative direct marketing pieces, he will be responsible for the successful color management of product and brand marketing.

For more information on Vertis' color management solutions, or the appointment of Chuck Koehler to Senior Color Engineer, please contact Amy Bowman with Stanton Communications at 410-727-6855 or abowman@stantoncomm.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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