



PRESS RELEASE

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VERTIS COMMUNICATIONS TEAMS WITH MC SPORTS AS EXCLUSIVE PROVIDER OF ADVERTISING INSERTS PRINTING, INSERTS2ONLINE AND LOGISTICS

*Vertis To Drive Customer Engagement with a Winning Combination
of Retail Expertise and Marketing Excellence*

BALTIMORE, MD (March 20, 2012) – [Vertis Communications](http://www.vertisinc.com), a results-driven marketing communications company, today announced that MC Sports named the company its exclusive print and logistics provider of high-quality advertising inserts. As a leading provider of advertising inserts to the retail industry, Vertis will leverage its high-volume production capabilities and project management expertise to MC Sports, rapidly delivering the retailer's complex regional programs. Vertis' proprietary Inserts2online® technology will enable MC Sports to extend its reach and increase customer engagement online.

Under the new agreement, MC Sports will maximize its marketing investment by effectively targeting promotional inserts to increase store traffic to its 70-plus retail locations throughout the Midwest. Utilizing printing facilities that are strategically located near key regional media markets, Vertis will produce high quality circulars and increase speed-to-market of time-sensitive promotional events.

Vertis will also increase MC Sports' value with its customers with Inserts2online®, which transforms printed inserts into digital ads that engage shoppers in fresh, new ways. The retailer will benefit from valuable connections with new and existing customers through the integration of category browsing, neighborhood store search, printable coupons, as well as social sharing opportunities to increase sales.

"Consumers today have a lot of options to buy sporting goods, so we rely on Vertis to deliver marketing solutions that differentiate MC Sports and reflect our commitment to quality, convenience and value," said Ed Rix, Vice President of Marketing and Advertising, MC Sports. "Converting our weekly ads into rich content on our website is one way that Vertis helps us reach more customers, more often, with timely incentives and special promotions that drive foot traffic to our stores and boost our sales."

With Vertis Logistics, MC Sports will benefit from 24/7 shipping access and important carrier relationships that lock in lower shipping costs and optimize on-time, hassle-free delivery throughout the region.

"Vertis takes pride in sustaining relationships with clients like MC Sports," said Rich Constand, Executive Vice President, Advertising Inserts Sales, Vertis Communications. "We have enjoyed being part of MC Sports' growth for more than a decade and look forward to continuing our partnership in helping them engage their consumers through print and online marketing programs today and in the future."

For more information about Vertis' comprehensive marketing solutions, 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.