

Corporate Mailing Services, Inc.
Stephen Linsenmeyer, President and CEO

FOR IMMEDIATE RELEASE

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Corporate Mailing Services, Inc. (CMS) Acquires Assets of Bulk Mailing and Addressing, Inc. (BMA), Expands Capacity and Capabilities

CMS Group expands capacity, capabilities, marketing and customer relationship expertise with BMA

BALTIMORE, Md.—July 14, 2010 – CMS announced Friday, the acquisition of BMA, a long-term partner, to expand their capacity, capabilities and service offering. The resulting organization will better compete with other prominent direct mail marketing firms on the east coast. Founded in 1983 BMA has delivered cost effective direct mail marketing services for customers up and down the east coast.

“BMA brings capacity, capabilities and bench strength to CMS. Our two companies have been strategic partners for a number of years, and share the same vision for how a direct mail marketing company should perform in both service and delivery for customers. We believe this puts CMS’ direct mail division squarely in the conversation when it comes to full-service, customer-focused direct marketing companies that will not only execute, but improve a customer’s marketing performance,” Steve Linsenmeyer, President and CEO of CMS Group said at a press conference held at CMS Group offices Friday.

Specializing in direct marketing services including content and advanced data processing, laser personalization, letter shop and postal optimization, CMS’ direct marketing division continues to position itself as a viable competitor to the traditional major direct mail firms.

“We recognize that capacity often separates companies when it comes time to award business. We also recognize that smart, strategic growth, such as the acquisition of BMA, adds not only capacity, but customer service, marketing and leadership. Companies that are traditionally considered ‘high volume’ mailers can’t simply add equipment to meet customer needs; people make it happen. CMS is fortunate to have the professional, service-focused team from BMA join the team,” Linsenmeyer continued.

Terms of the agreement were undisclosed. For more information contact Jill Campbell, Director of Corporate Communications.

About Corporate Mailing Services (CMS) Group

The CMS Group owns and operates Corporate Mailing Services, Inc. (CMS) , Management ReSource Services, LLC (MRS), Incentums.com and Bulk Mailing & Addressing (BMA) in the document, mail, premiums and managed services industries.

CMS is a document services firm focused on providing superior quality and client satisfaction. CMS is a recognized leader in presort (1st class) and commingling (standard mail) services for postage reduction, data processing and laser document production for statement rendering and other time sensitive correspondence, as well as direct mail processing for marketing and other outgoing marketing communications.

MRS provides comprehensive mail and document related outsourcing services, with a focus on building and delivering customized, comprehensive solutions tailored to fit each client's distinct needs. Building solutions from the ground-up ensures each client is suited with the best possible solutions for their unique operation and needs.

Incentum.com is a single-source provider of direct mail premium marketing solutions. Delivering strategy as well as fulfillment services, Incentum.com represents a unique opportunity for customers to reduce costs and increase response utilizing premium mail marketing.

BMA is a direct mail and fulfillment house, providing high quality data processing, lettershop, fulfillment and off-set printing services. In addition, BMA offers decades of experience in communicating with postal officials and advising clients on postal procedures and classification matters.

For further information, please visit www.MailStreamSolutions.com.

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