

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

FOR IMMEDIATE RELEASE

Contact: Jill Campbell, Director of Corporate Communications
Name of Company: Corporate Mailing Services, Inc.
Phone: 410-242-7356 ext.120
Web Site: www.mailstreamolutions.com.
E-Mail: jillc@mailstreamolutions.com

Corporate Mailing Services, Inc. (CMS) Acquires Assets of SABA Direct, Grows Management Team

CMS Group adds marketing and customer relationship expertise with SABA Direct's Bob Hansen and Barry Hinton

BALTIMORE, MD.—July 21, 2010 – CMS acquired SABA Direct (SABA) to expand their capabilities and management team in a continued effort to become one of the true full-service direct marketing firms on the east coast. Founded in 2005, SABA has delivered cost effective direct mail marketing and fulfillment services with a focus on the non-profit industry.

"This is a significant event for CMS, SABA, and the clients we serve," said Michael DeMos, Executive Vice President and General Manager of CMS. "Independently, each organization has been recognized for delivering innovative marketing solutions and excellent customer service. Our combined resources and expertise position us among the industry leaders with the capabilities to service the ever-demanding needs of the market. We are proud to have one of the most comprehensive and competitive portfolios in the industry and look forward to continuously improving our ability to deliver."

"This merger of talent, capacity and diverse range of services, positions us as a leading contender of the direct mail industry, particularly for our non-profit clientele", commented Bob Hansen, President of SABA. "Just as exciting are the in-house capabilities of commingling, on-demand statement processing and social media marketing resources designed to enhance customer results. We have the ability to produce up to 500 million pieces of mail annually, and I feel fortunate to have found such a great partner that understands the importance of service, deadlines and sensitivity to customer budgets."

Specializing in direct mail and marketing services, including content and advanced data processing, statement rendering, 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.

Terms of the agreement were undisclosed. For more information contact Jill Campbell, Director of Corporate Communications at 410-242-7356 ext. 120 or jillc@mailstreamolutions.com.

About Corporate Mailing Services (CMS) Group

The CMS Group owns and operates Corporate Mailing Services, Inc. (CMS), Management ReSource Services, LLC (MRS), Incentums.com, Bulk Mailing & Addressing (BMA) and SABA Direct (SABA) 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 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.

Incentums.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.

SABA offers full-service solutions for printing, mailing, data processing, and personalization services, providing clients better control of schedules, costs and systemization. We own and operate our own equipment and have the ability to make or buy services on customer's behalf.

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

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