



SOLE-SOURCE DIRECT MAIL. SMARTER. FASTER.™

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PRESS RELEASE

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MILTON, WI—April 4, 2011

Freedom Graphic Systems, one of the nation's largest independent direct mail companies, is marking a major milestone in the company's history with the celebration of its 25th anniversary as a "Sole-Source Direct Mail Provider." This commemorative year will be marked by a metaphorical journey along the Freedom Trail via a dynamic, multi-channel direct marketing campaign, concluding with a festive celebratory event in October at the Annual Direct Marketing Association Show in Boston.

Marty Liebert founded Freedom Graphic Systems in August, 1986 when he opened a 15,000 square foot facility in Milton, Wisconsin, printing cut sheets for the high-speed laser market. Liebert soon realized that rapidly developing technology afforded a huge growth opportunity in the direct mail industry and the company began an aggressive, ongoing investment in print and personalization capabilities. Within two years of its founding, business had expanded to a point where the first (of ten) additions to the Milton facility was necessary.

In 1991, the technology advance continued, as the company added inline inkjet personalization to its capabilities. In 1992, Liebert's team landed a U.S. Government Printing Office (GPO) Social Security 1099 Contract which firmly established the company as a major factor in the industry. The contract required printing, personalization and mailing of 43 million pieces within 40 days. Freedom was the first company in the history of this contract award to complete the project early.

Continuing its evolution to a sole-source direct mail provider, Freedom expanded vertically in 1996 through its acquisition of Precise Data Service—a laser personalization and lettershop company in Lockport, Illinois. This operation quickly outgrew its Lockport facility, and in 2001, Freedom acquired a 235,000 square foot building in Aurora, Illinois and relocated all Illinois operations to the new location.

Over this period, Liebert realized that the keys to successful direct marketing relied not only on the company's ability to deliver timely, high quality direct mail, but equally on controlling and managing postage and distribution costs. This led to Freedom's 2004 addition of commingling capability and to its focus on providing complete direct mail solutions to include production, postage and logistics.

With the Milton and Aurora facilities producing billions of direct mail pieces annually, Liebert sought to further increase throughput and distribution by expanding the company's manufacturing footprint. In 2004 and 2005, the Company acquired print and mailing operations in Texas (Dallas and Fort Worth).

As technology continued to evolve, the company refused to stand still. With a keen eye on the industry's trend toward more personalized and targeted mailings, Freedom purchased cutting-edge digital printers which enabled it to add Print on Demand to its other direct mail offerings. Demand continued to increase, and in 2007, the company responded with the construction of a new 135,000 square foot building in Milton to complement its existing Wisconsin operations.

Freedom now operates four facilities across the United States representing more than one million square feet of manufacturing capability while employing more than 650 full time employees.





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Liebert continues to move the company forward on three core principles—Quality, Innovation and Efficiency—which drive customer return on investment while delivering better, faster and more cost effective products and total direct mail solutions.

Commenting on the significance of his company's 25th anniversary, Liebert said, "It is humbling to have been part of the direct mail industry for a quarter of a century, and to have been supported by such an exceptional group of skilled, dedicated and extremely loyal employees, customers, and suppliers. Together, we have seen significant changes in the last 25 years. Today's successful direct marketer employs more focused one-to-one marketing programs, leveraging their audience on an increasingly personal level, in an effort to distinguish themselves from their competition. It's all about market segmentation, increasing response rates, understanding how to adapt quickly to ongoing changes in postal regulations, pro-actively adapting to new environmental initiatives, and keeping costs competitive."

Liebert continued, "Our primary focus is to provide sole-source, end-to-end solutions that can be fully integrated into our client's workflow. Cultivating solid and trusting long-term relationships with each customer is our number one goal. We look forward to helping our clients grow their business relationships with their customers over the next quarter century in a constantly changing technology-driven environment. As always, we will devote 100% of our resources to remain on the leading edge of printing, personalization and mailing technologies."

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