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PRESS RELEASE

release date: 15 October 2007

Freedom Unveils Sole-Source Solution at DMA

MILTON, WI Freedom, a national direct mail supplier unveils a comprehensive sole-source offering at the 2007 Direct Mail Association conference in Chicago, Illinois.

For the past twenty years, Freedom has lead the industry in direct mail innovation. A proprietary production management system will be introduced that integrates the entire direct mail process. With Freedom's new system, clients are able to track mail through the entire process that culminates with in-home delivery.

Freedom has integrated processing centers across the country to meet the specific needs of its clients. Plant floors are designed to enable complete customization of the entire mail production process. Proprietary commingling systems enable client changes the day of the production run.

"Smart systems and even smarter people make it all possible here at Freedom," quoting Freedom's Senior Vice President of Sales & Marketing, Jim Cyze. "And an organization free of bureaucracy enables our people to respond faster to the specific needs of our clients."

Interested parties will be encouraged to tour their facilities nation-wide to experience first hand a truly customizable system that can be controlled and monitored throughout the entire process. Inquiries should be directed through Jim Cyze at 1-800-334-3540.