

For Immediate Release

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Alcom announces targeted “One2One” Marketing Partnership with the Direct Marketing Alliance

Harleysville Pa, - Alcom and the Alcom Business Development Group, a leading provider of integrated solutions for print, direct mail marketing and business development through multichannel marketing initiatives are pleased to announce it's acceptance as a member of the Direct Marketing Alliance. Positioning with the Direct Marketing Alliance will strengthen and broaden Alcom's integrated suite of products and services.

The Direct Marketing Alliance expands Alcom's capabilities and broadens the offerings that today's sophisticated marketers rely on for targeted, personalized, relevant data which is centric to one2one marketing initiatives.

With the added resources, Alcom will be able to further deepen their client's results in the variable data and graphics response vehicles,” says Alin Jacobs, President of the Direct Marketing Alliance. “We are thrilled to welcome Alcom into the Alliance.”

“Expanding our focus beyond the printed page is only the beginning,” according to Bill Kuplen, CEO of Alcom and its' Business Development Group. “Combining our strengths with the Alliance's intellectual resources, while tapping into direct marketing expertise enables us to provide our clients with a single-source solution for all their marketing initiatives.”

“The Direct Marketing Alliance has set the benchmark for effective variable data communications by harnessing the true power of today's technology with the expertise of its' direct marketing industry leaders. Marketing initiatives generally consist of targeted, direct, one2one media (mail, telephony, Internet, and interactive video) that personalize compelling marketing messages to their clients' customers and prospects – all with track-able results. It's what our customers need to compete and succeed.” Kuplen adds.

To Learn MORE about Alcom, please contact William Kuplen at 215-513-1600 or wkuplen@alcomprinting.com