



## NEWS RELEASE

Contact: Stephen Pasi, 609-890-6900; [steve.pasi@princetonfulfillment.com](mailto:steve.pasi@princetonfulfillment.com)

### **PRINCETON ALLPOINTS COMMUNICATIONS OPENS NEW, STATE-OF-THE-ART FACILITY IN ROBBINSVILLE, NEW JERSEY**

PRINCETON, NJ, Dec. 8, 2009 -- Princeton allpoints Communications today announced the grand opening of its new, state-of-the-art service center in Robbinsville, New Jersey. The 150,000 square foot facility features a complete suite of data processing services, full-color print-on-demand digital printing, continuous and cut sheet laser printing, turn-key direct mail services and fully integrated fulfillment services that will include literature, product and premium fulfillment. The Robbinsville facility will employ 75 people.

Princeton allpoints Communications delivers leading-edge customized eBusiness solutions that are supported by robust software and database development capabilities.

The new Robbinsville facility provides Princeton allpoints Communications' clients with many advanced, leading edge technology solutions including:

- Proprietary Order and Materials Management System
- Radio Frequency Technology
- Customized OMS Solution
- Automated Materials Management
- Electronic Data Capture
- Live-Time Management Metrics

Development of Princeton allpoints Communications' Robbinsville facility is the result of a recent joint venture between [Princeton Fulfillment Solutions](#), LLC (Princeton) and [Towne allpoints Communications](#) Inc. (Towne). Through this joint venture, Princeton and Towne provide clients mutual access to each respective company's resources as well as cost and cycle time efficiencies from the companies' nationally distributed fulfillment and direct mail services capabilities. Princeton is a leading e-commerce, fulfillment and direct mail solutions provider with operating facilities in New Jersey and Ohio. Towne, headquartered in Santa Ana, California, provides world-class direct response communications solutions.

"Our new Robbinsville facility increases Princeton Fulfillment Solutions' ability to offer our clients fully integrated marketing solutions," said Manny Ortiz, chairman and CEO, Princeton Fulfillment Solutions, LLC. "Princeton Fulfillment Solutions is making capital investments to

best serve our clients' needs and our new Princeton allpoints Robbinsville facility attests to this commitment.”

“We are excited about our partnership with Princeton and the fact we have state-of-the-art facilities on both the East and West Coasts,” said Michael Mercier, president and CEO, Towne allpoints Communications Inc. “This is especially exciting because our facilities are fully integrated and able to transparently and optimally serve our customers and provide the most cost effective and positive customer experience possible.”

#### **About Princeton Fulfillment Solutions, LLC**

Princeton Fulfillment Solutions, LLC is a leading provider of eBusiness and eCommerce solutions offering internet marketing optimization, full color print-on-demand, custom software and application development, fulfillment and direct mail services. The company develops and implements fully integrated B2B and B2C client solutions that lower costs, decrease cycle times and increase profitability to Fortune 500 and emerging growth companies across a wide range of industries. Princeton Fulfillment Solutions is headquartered in Hamilton, New Jersey, with operational hubs in Mercerville and Robbinsville, New Jersey, and West Chester, Ohio. For more information, visit [www.princetonfulfillment.com](http://www.princetonfulfillment.com).

#### **About Towne allpoints Communications Inc.**

Towne allpoints Communications Inc. has been a leader in direct response communications since 1953. Towne's corporate headquarters is located in Santa Ana, California, and it offers the following services: Digital and Offset Print Management, Web-based communication tools, Mail Processing, File Processing, Hi-Speed Imaging, Bindery services, Warehousing, logistics, receiving, product and collateral pick-n-pack, e-mail broadcasting, instant messaging and Digital Asset Management. For more information, visit [www.towne.com](http://www.towne.com).

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