



NEWS RELEASE

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PRINCETON FULFILLMENT SOLUTIONS AND TOWNE ALLPOINTS COMMUNICATIONS ANNOUNCE JOINT VENTURE

New Alliance Creates Nationally Distributed Services Organization

PRINCETON, NJ AND SANTA ANA, CA, Aug. 12, 2009 -- Princeton Fulfillment Solutions, LLC (Princeton) and Towne AllPoints Communications Inc. (Towne) announced today that they have formed a joint venture that will be known as "Princeton AllPoints LLC." Through this joint venture, Princeton and Towne clients will benefit from 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.

Under terms of the joint venture, Princeton AllPoints will immediately open a new 150,000 square foot service center in Robbinsville, New Jersey. The facility will feature 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. All of these services will be accessible through leading edge customized eBusiness solutions supported by robust software and database development capabilities.

Princeton and Towne also announced that Princeton Allpoints was recently awarded a multi-year contract from a Fortune 500 pharmaceutical company, which will be served by Princeton Allpoints' Robbinsville, New Jersey, operations center.

"This joint venture is ideal for Princeton's current and future customers because it increases our ability to offer world-class ROI solutions, expands our geographically distributed production platform, and enhances our product and services offerings," said Manny Ortiz, chairman and CEO, Princeton Fulfillment Solutions, LLC. "The Princeton and Towne teams work extremely well together and that is already translating into increased value for our clients and the marketplace."

“This new partnership with Princeton is very strategic and dynamic,” said Michael Mercier, president and CEO of Towne AllPoints Communications Inc. “This relationship is the next step in providing our customers with virtual resources. Our web tools allow us to touch every corner of cyber space and our physical infrastructure is now in every region of the United States -- giving us a regional execution solution that saves customers money and gets them to market quickly without sacrificing quality and transparency. Finally, communications today is undergoing revolutionary changes and this partnership between Towne and Princeton blends two strong core competencies into one vision of guiding customers to the right audience, right message and right media -- at the right time.”

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 .

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, New Jersey, and West Chester, Ohio. For more information, visit www.princetonfulfillment.com .

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