

## News Release

### LOCAL PRINTER TAKES LEAD IN E-NEWSLETTER SERVICES

**SPRINGFIELD, IL - June 21, 2007** – Tailored Printing, Inc., known for its cutting edge printing services and online ordering solutions, has taken another bold step forward by offering a new suite of e-newsletter services. According to Kevin Slot, the company's CEO, this was a move that couldn't be ignored any longer. "Email newsletters work so well that even though we're a printing & promotional products company, we could not resist using them and offering these services to our clients," said Kevin. "The positive responses clearly show that it is an enjoyable and effective communication tool that can generate timely and accurate responses, especially when done properly."

To facilitate this new service suite, Tailored Printing has brought in the expertise of Rudy Knight, an award winning electronic publication specialist. "Rudy's skills have allowed us to take electronic media to a level that was not possible before," said Kevin. "He combines the ability to create effective marketing designs with the technical understanding required to enable the e-mail to reach the highest possible percentage of customers."

According to an independent study done by the Nielson Norman Group, 69 percent of email users said that they look forward to receiving at least one newsletter and most users said a newsletter had become part of their routine. "People really want these newsletters," said Rudy. "That's why they subscribe to them in the first place. However, due to the complications of spam filters, poorly formatted designs and a general lack of understanding, getting them to your subscribers can be very frustrating. That is where we come in."

Tailored Printing offers two popular types of e-newsletter services to its customers: One where they maintain their own mailing list and one where they don't. "Some people are comfortable with giving us their list, while others, understandably, are not," said Kevin. "However, having us house the list has some very distinct advantages that cannot be matched by most individuals." Tailored Printing has formed relationships with several Internet distribution companies whose strict policies have earned a spot on the approved list of email programs like AOL, Hotmail and many others. "Approved lists are one of the biggest hurdles," said Rudy. "We have to convince a wide assortment of spam filters and email programs that we are legitimate. And if that isn't hard enough, the rules for this change constantly. This type of work-load is more than most companies wish to deal with."

Tailored Printing also offers services for those who wish to send their own emails. "Though we can't use all our resources when dealing with those who send their own, we certainly have something to offer them," said Kevin. "We can give them a quality design that is optimized for Internet email. Even this will help increase their odds of success significantly."

No matter which services are chosen, Tailored Printing helps guide companies through the quagmire of situations that occur when trying to get e-newsletters designed and delivered.

“Obviously it is not our goal to have our printing customers go paperless, says Kevin. “However, we’re seeing a trend in our industry that promotional print mediums – whether electronic or paper - need to interact with the web as more and more business is transacted online. We believe that Tailored Printing serves customers best by being a single source solution for design and distribution of the message in whatever form it takes.”