



## News Release

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### **Solar Communications® launches a marketing suite for publishers**

*Subscriber Solutions Suite gives publishers unique alternatives to gain subscribers.*

**Naperville, IL — March 18, 2003 —** Solar Communications, a multi-national marketing solutions provider of printing, packaging, mailing and fulfillment services, announces the launch of Subscriber Solutions Suite, a bundle of products built to fuel subscriber acquisition, conversion, reactivation and renewal efforts. Combining three proven products, M@il Integrator™, Billboard Mailers and Coverwraps, Solar Communications offers publishers a one-stop shop for subscriber growth. THE SUBSCRIBER SOLUTIONS SUITE INCLUDES:

**M@il Integrator:** A multi-channel marketing tool that deploys e-mail campaigns while simultaneously mailing direct mail promotions, for maximum impact and response.

**Billboard Mailers:** A promotional format that mimics the front of a publication – designed to attract immediate attention. Billboard Mailers also include a clear poly pocket to carry a pre-addressed response card or additional offer information.

**Coverwraps:** An encasing of the entire front and back of saddle-stitched publications, or front of perfectbound publications.

“We combined these powerful products to give publishers tools for their various needs – whether trying to attract and convert new subscribers, cross-sell titles, or even reactivate lapsed subscribers, the Subscriber Solutions Suite is all encompassing and experiencing tremendous success,” said Frank C. Hudetz, Chairman/CEO, Solar Communications.

#### About Solar Communications

Solar Communications® ([www.solarcommunications.com](http://www.solarcommunications.com)) is a multi-national leader in single source marketing and production services. Established in 1961, the cornerstone of Solar Communications' business is a performance solution suite, which includes: printing, packaging, mailing and fulfillment. Solar Communications successfully leverages its performance suite to deliver powerful marketing products designed to maximize ROI. Key products include, EnvYwrap™ Packaging, a cost-effective alternative to the envelope; Sampling Made Easy™, a turn-key, single source sampling solution; and M@il Integrator™, a multi-channel marketing tool that integrates e-mail and off-line mail seamlessly. Solar Communications has five offices worldwide, and three production facilities. Solar Communications is an ESOP (employee stock ownership plan) corporation.

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