



News Release

Contact:

Rachel Klein
The Red Group
630-858-7940
rachel.klein@theredgroup.com

Solar Communications reports growth and expansion of Flexographic services

Relocates existing operations to 120,000 sq. ft. facility

Naperville, IL — March 18, 2003 — Solar Communications, a multi-national marketing solutions provider of printing, packaging, mailing and fulfillment services, announces the expansion of its Flexographic facility. The expansion into a 120,000 square foot facility conveniently places it next door to Solar Communications' web offset/mailling operations in Naperville, Illinois.

Flexography is a form of printing, which allows for graphic reproduction on unique and flexible substrates. The increasing demand by marketers for printing on flexible surfaces, such as metalized foil, poly, unique paper, etc. fueled Solar Communications expansion.

"With tighter marketing budgets and rising postage costs, large mailers need mailbox differentiation more than ever, and that's what flexographic services provide. Recognizing this trend, we quickly added new equipment to service the demand, and subsequently expanded the facility" said Frank C. Hudetz, Chairman/CEO, Solar Communications.

"Our flexographic function has allowed us to roll-out such products as EnvYwrap™ Packaging, which afforded one of our clients a 20% lift in their response rate, comments Peter Hudetz, SVP Sales, Solar Communications.

About Solar Communications

Solar Communications® (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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