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News Release

Solar Communications' Pull Card™ response tools drive consumers to visit stores and online merchants.

Exclusive process reduces retailers' costs and turnaround times.

Naperville, IL, October 9, 2007 – Solar Communications, a full-service print and production provider, will unveil a new direct mail tool, Pull Cards™, at this year's Direct Marketing Association (DMA) conference in Chicago.

Pull Cards are wallet-sized, trackable products which have proven to be a cost-effective alternative to marriage mail and coupon-intensive direct mail offers. This intuitive consumer-response device can also be personalized to work in conjunction with loyalty card programs and other one-to-one relationship marketing initiatives.

Intended as gift, discount or loyalty cards, Pull Cards are tipped onto self-mailers or inserts, significantly adding to the perceived value of the direct mail piece. The cards can be printed in up to four colors on both sides and created using a variety of materials, including laminated metallic paper. Pull Cards affixed to direct mail pieces also allow for one-sided personalization and versioning, and can be easily tagged with barcodes or other redemption coding as a less overt form of tracking. Solar's patent-pending Pull Card process also allows for the addition of a second card to satisfy pass-along and other viral efforts.

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Solar Communications engineered the Pull Card devices with a process that prints the direct mail carrier and the Pull Cards separate from one another, then brings them together for finishing, personalization and mailing. This proprietary process increases job efficiency and reduces turnaround time.

"With so much competition for consumers' attention, marketers are finding that innovative direct mail formats and techniques are mandatory if you want to get noticed," offers Frank Hudetz, Solar Communications president and CEO. "That's why we have challenged ourselves to develop innovative approaches – like our Pull Cards – that have a huge impact on response without adding a lot of time or expense."

In fact, the company has recently made more than \$10 million in capital investments to bring these new techniques to life.

John Thompson, Solar Communications' SVP of Sales and Marketing, sees great things in store for Pull Card media, "Getting a discount or membership card into someone's wallet will ultimately increase a marketer's traffic in the store or over the web. In fact, during our R&D we uncovered a statistic from Vertis stating that forty-eight percent of adults respond to direct mail messages from retailers that include gift cards. We knew then that with this customizable, trackable response vehicle, the sky's the limit."

For further information on Pull Cards visit www.pullcards.com

About Solar Communications

Solar Communications® (www.solarcommunications.com) combines the insight of a marketing partner with the production capabilities of an experienced printing, packaging, mailing and fulfillment specialist. A full-service direct mail provider, we understand the need to break through the clutter, and have designed innovative solutions designed to meet our clients' marketing objectives. Solar Communications has more than 45 years of experience creating and executing successful campaigns and is an ESOP (employee stock ownership plan) corporation.

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