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News Release

Solar Communications enhances high volume personalization needs
GMC Software Technology empowers faster and more efficient one-to-one marketing

Naperville, IL September 13, 2007 – Solar Communications, a full-service print and production provider announced the implementation of GMC’s PrintNet software platform. With the implementation of PrintNet in conjunction with Solar Communications extensive new investment in production equipment and in-house expertise, Solar Communications now has the ability to output true one-to-one, personalized direct mail pieces in a high-volume environment – allowing marketers to increase response rates and ultimately achieve a greater ROI.

Formats that require multiple or customized messages are programmed through the the datasets and directed to press. As an example, marketers can program varying offers based on dataset rules.

“With the evolution of personalized direct mail, marketers now realize that mining their database is easier and less expensive, allowing them to deliver customized and relevant messaging for each customer,” said Frank C. Hudetz, Solar Communications’ chairman and chief executive officer. “Our new system not only gives high volume mailers the

ability to customize by recipient name, but we also have the ability to quickly set up complex jobs with hundreds of variations of text and graphics – giving marketers many opportunities to deliver targeted communications.”

“Solar chose GMC’s PrintNet solution because it was specifically engineered with the end-user (marketer) in mind, and we quickly saw that by integrating PrintNet into our workflow that we could accommodate a plethora of customized printed pieces.” said John Thompson, senior vice president, Solar Communications

Solar Communications’ expanded personalization services also significantly reduce cost and turnaround times that were previously associated with complicated jobs. Having a completely streamlined workflow process, Solar Communications now has the ability to easily receive multiple datasets into their workflow system, allowing for less programming time and faster personalized press production. Additionally, Solar Communications has the ability to produce exact electronic approval imaging proofs to enable fast, accurate and secure review, which ultimately reduces the imaging proofing process from days to minutes, in some cases.

As a result, Solar Communications’ new personalization platform offers marketers a competitive advantage with significant business benefits. With fast, efficient production of personalized direct mail, marketers are achieving ROI in eight to six months with a 60 percent reduction in programming time --all while raising profitability and response rates.

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 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.

About GMC Software Technology

GMC Software Technology helps businesses implement high impact, personalized communications programs that increase customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs. Our award-winning PrintNet software is an easy to implement, end-to-end solution that provides full data integration and processing, design and composition, collaboration and approval, distributed output management and process automation for highly targeted print and electronic communications. GMC offers exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. We serve thousands of users worldwide, and many of our customers are producing in excess of 100 million personalized documents per month — including direct mail, statements, bills, policies, catalogs, correspondence and transpromo materials. www.gmc.net.

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