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“Premium” Acquisition for CMS Group

Baltimore, MD January 20, 2010 – The CMS Group of Baltimore, MD announced today that it has acquired Victory Direct Marketing, a premium-item based direct mail marketing firm.

The acquisition will expand the breadth of CMS’ services and extend its reach into existing and new vertical markets. Victory will continue to operate as Victory Direct Marketing, a CMS Group Company. Terms of the deal were not disclosed.

“We are very excited about Victory as it represents the strategic extension of our services which will increase value for our clients,” said Steve Linsenmeyer, President of CMS Group. “Premium-item based marketing can be a powerful tool...with Victory on the team, our clients have an alternative to the traditional medium, while complementing their existing marketing efforts.”

Victory Direct Marketing was founded in 2009 by Graham Ruffels, who will remain as the company’s president. Victory connects direct mail product solutions with client’s objectives, producing impactful, premium-item based mail marketing campaigns. For more information, visit www.victorydm.com or contact Graham Ruffels at graham@victorydm.com.

About The CMS Group

The CMS Group owns and operates Corporate Mailing Services, Inc. (CMS) and Management ReSource Services, LLC (MRS) in the document, mail and managed services industries.

CMS is a document services firm which began operation in 1996. It has since become a world-class service organization through the focus and dedication of providing superior quality and client satisfaction. As a multi-service organization, CMS provides presort (1st class) and commingling (standard mail) services for postage reduction, data processing and laser document production for statement rendering and other time sensitive correspondence, as well as direct mail processing for marketing and other outgoing marketing communications.

MRS provides comprehensive mail and document related outsourcing services, with a focus on building and delivering customized, comprehensive solutions tailored to fit each client’s distinct needs. Building solutions from the ground-up ensures each client is suited with the best possible solutions for their unique operation and needs.

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