Media contact: Christine DeLooze
585-214-5900
chrisd@podi.org

2009 PODi Best Practices Award Winners Announced

Honoring digital print innovation in Collateral Management, Direct Marketing, Self-promotion and TransPromo

Rochester, NY — December, 2008 — PODi, the Digital Printing Initiative, is pleased to announce the 2009 winners of the annual PODi Best Practices Awards. These highly anticipated awards recognize outstanding examples of digital print and variable data strategies. The awards will be presented at the 2009 PODi AppForum digital print conference in Las Vegas, January 19-21. AppForum attendees will be treated to a first detailed look at the case studies and a chance to hear from the winners.

"It's exciting to see the growing international character of the PODi Best Practices Awards," says Rab Govil, President of PODi. "This year's winners come from the US, Canada, Finland and Australia. The use of digital print is not only increasing everywhere, the opportunities it opens up for more creative and effective communications are being explored and optimized by marketers on a new global scale. We're very excited to be able to bring many of our award winners to the PODi AppForum where they can be recognized for their successes and share their stories with all of our attendees."

Best Practices Winner: Collateral Management Category – General Motors Canada

General Motors of Canada Limited (GMCL) built an enterprise-wide customer communication tool that allows more than 650 dealers to design and order customized sales and marketing collateral online. GM Dealer Direct, the Web-to-print solution created by CM2solutions.com, enables dealers to create targeted direct mail campaigns and easily track results and plan future efforts. Production runs are handled by the Helicopter Group. 95% of GM dealers in Canada now use the system and over 5,000 campaigns have been produced since the initial launch. It has saved the dealers and the corporation money and time and has improved the quality and frequency of dealership marketing efforts.

Says CM2solutions' Managing Director, Chris Watson, "We're very proud to have our GM Dealer Direct system recognized with a Best Practices Award. We've seen terrific adoption rates from Canadian dealers and our client has been very pleased with the brand control and cost savings we've achieved. Receiving a PODi award for an

Honorable Mention: Collateral Management Category – ThermaTru & Metzgers Printing and Mailing

Best Practices Winner: Direct Marketing Category – Tourism Maine

As part of an effort to improve the effectiveness of its marketing, Tourism Maine tested the use of customized digital printing versus their standard static one-size-fits-all approach. In partnership with DMM, Inc. and Terminal Van Gogh, the VDP campaign featured custom travel guides based on the interests of people responding to questions on the Maine web site. The customized mailing was run against a static mailing and the results were tracked. Personalization resulted in a 24.1% increase in response rate, which translated into a 23.4% increase in revenue generated from tourism.

Theresa Cloutier, DMM's Sr. VP or Marketing, notes, "Tourism Maine was a great client – open to testing the new ideas we presented. We're very happy to be able to share this PODi Best Practices award with them and to see them recognized for their marketing innovation. The PODi award underlines the success any organization can achieve with a smart utilization of relevance and digital print strategies combined with an experienced team like DMM and Terminal Van Gogh."

Honorable Mention: Direct Marketing Category – VetCentric & MSP Digital Direct

Best Practices Winner: Self-Promotion Category – Hansaprint

Hansaprint's new product, Magazine 2.0, uses targeted advertisements and articles to guide readers to a customized landing page containing content, advertisements, services and questionnaires that fit the reader's profile. Their own self-promotional magazine not only provides the research necessary to prove that the concept works, it has also increased their promotional seminar attendance and doubled the number of customers requesting picture personalization. Hansaprint is based in Finland and is the leading print service company in the Baltic region.

"The Magazine 2.0 concept offers new revenue models for publishers and higher attention rates for advertisers," says Juha Jokinen, Marketing Director from Hansaprint. "Being honored with the PODi Best Practices Award gives us worldwide recognition and opens new markets for our products. I'm looking forward to presenting our case study at the PODi AppForum!"

Honorable Mention: Self-Promotion Category (tied) – Action Mailing / DMM

Best Practices Winner: TransPromo Category – ING Australia

ING Australia, one of Australia's leading fund managers, life insurers and superannuation providers, used a carefully structured side-by-side test to prove that customized color mailers (4.8% response rate) outperformed the usual black and white communications (0.6% response rate). Working with Vectis, Digital Alchemy and HPA (A Salmat Company), ING employed strategic segmentation and personalization to increase funds under management by A$22,564,000 – a result directly attributable to this campaign.

"We're strong supporters of using essential mail to deliver targeted marketing messages," says Elizabeth Houteas of ING Australia. "The testing we've done proves that the higher the relevance, the greater the response will be. Winning the PODi Best Practices award is not only an honor, but motivates us to continue to push this technology to widen our advantage over our competition."

Honorable Mention: TransPromo Category – Mercer Australia & On Demand Pty Ltd.

The complete 2009 collection of case studies, including these award winners, will be added to the PODi Case Study Database early next year. The PODi Cast Study Database is the only collection of its kind for the digital print marketplace. Access to the case studies and reports is free to PODi members at www.podi.org.

For more information or to register for the 2009 AppForum, visit www.podi.org/2009AppForum

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About the PODi AppForum
The annual three-day PODi AppForum is the only conference dedicated exclusively to digital printing applications. Thought-provoking sessions tackle productivity, operations, applications, technology, one-to-one campaigns, business strategies, selling and more. Print service providers and marketing experts learn the latest trends in selling and using digital print solutions. The diverse audience of printing and marketing professionals, end users, technology experts and others make the AppForum a productive and stimulating networking opportunity. The intimate, low-key vendor hall encourages meaningful one-to-one communications, while showcasing the latest digital technology and services. www.podi.org/2009AppForum

About PODi
PODi (www.podi.org) is an industry initiative with hundreds of member companies, including Executive Board members EFI, HP, Pitney Bowes and Xerox. PODi leads the evolution of the digital printing infrastructure by promoting interoperability through standards, and advances digital printing business opportunities. Membership in PODi is open to companies and organizations involved in digital printing.