For Immediate Release

DMM Selects GMC Software Technology to Enhance Transpromo and Variable Data Applications

July 28, 2008 – Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communications, today announced that DMM, Inc. has selected GMC PrintNet as their design and variable data software platform for their Transpromo and Variable Data Print applications. DMM is a direct marketing solutions provider based in Scarborough, Maine, that helps create solutions for clients that focus on increasing ROI. By using data driven analytics DMM is able to help clients target their customers more effectively and deliver an immediate and lasting impact to their bottom line.

DMM's operations span four buildings and over 100,000 square feet of corporate offices and manufacturing facilities. Their capabilities include strategic campaign development, creative design, data analytics, digital printing, email marketing, mail and fulfillment services. They have been servicing the financial services and insurance industries for over 20 years. They also serve the retail, auto, and healthcare industries.

As a result of this partnership, DMM's clients can now use invoices and other regular mailing statements to cross-sell, up sell, and even engage in profitable partnership marketing.

"After evaluating the leading software tools in the marketplace, we selected GMC PrintNet because it gives us the ability to easily design and maintain increasingly sophisticated personalized, variable-data applications with the highest degree of document integrity," said John Cloutier, CEO of DMM, Inc. "In addition; it allows us to significantly reduce turnaround time for our clients' communications."

"Moreover, the opportunities this technology offers our clients are almost unlimited;" stated Cloutier. "Insurance agencies can use invoices to promote homeowners insurance to automobile customers. Banks can use checking account statements to promote home improvement loans to qualified customers. A healthcare organization can use its invoices to target clients who would benefit from smoking cessation clinics, or provide a special incentive on health club membership."

"The more you know about your customers," Cloutier said, "the more powerful this approach becomes. The technology allows you to match specific histories and customer profiles with specific messaging which allows you to target much more effectively."

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About DMM

DMM is a privately held end-to-end direct maketing solutions provider committed to developing customized communication programs that deliver – greater customer loyalty, higher response rates, and significant ROI. Marketing solutions include: Cross Media, Web-to-Print, and Transpromotional Communicatiaons. Capabilities include: Strategic Campaign Development, Database Analytics, Variable Digital Printing, Direct Mail Production, E-mail Marketing, Campaign Management, Fulfillment, Online Inventory and ROI tracking. www.thinkdmm.com.

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. Its 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. It serves thousands of users worldwide, many 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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