



NEWS RELEASE

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ONLINE RESPONSE TO DIRECT MAIL HAS INCREASED SINCE 2003

*Vertis Communications' Customer Focus® Tech Savvy Study
Explores the Online and Technology Behaviors of U.S. Consumers*

BALTIMORE (November 12, 2007) – Vertis Communications today unveiled the results of its proprietary *2007 Customer Focus® Tech Savvy* study, which found responsiveness to direct mail via the Internet has increased over the years for both men and women of almost every age.

Twenty-one percent of total adults in 2007 have responded to direct mail advertising in the past month by visiting a sender's Web site, up from 14 percent in 2003. Additionally, findings revealed older men's responsiveness to direct mail advertising through the Internet has grown the most, with 28 percent of men ages 55-64 indicating this behavior, up from 10 percent in 2003, and 15 percent of men 65 and older exhibiting the same pattern, up from 5 percent in 2003.

"Marketers must take note of the growing propensity of middle-aged and senior men who have begun turning to online resources to respond to direct mail," said Jim Litwin, vice president of market insights for Vertis Communications. "Adding an Internet component to direct mail campaigns targeting the older population may greatly increase the overall effectiveness of marketers' spending, particularly as men reach retirement and find more time to surf the Web."

Turning toward mobile phone preferences and attitudes, Vertis Communications' *2007 Tech Savvy* study further revealed that women ages 35-44 have been the most likely to change their cell phone providers throughout the years, with 22 percent planning to switch providers in the next year, compared to 13 percent in 2005. Additionally, women who earn more than \$30,000 per year switch mobile phone providers more often, with 16 percent planning to change in 2007, compared to 6 percent in 2005. Older men ages 55-64 have remained the most satisfied with their cell phone companies over time, as only 13 percent of respondents indicated plans to switch service in the next year, no change from 2005.

The Vertis Communications *Customer Focus® Tech Savvy* study, which surveyed 2,000 consumers via telephone, also revealed the following:

Types of Follow-Up Communication Desired Online

- When expressing interest in a product or company, 55 percent of total adults prefer some form of interactive follow-up communication from the company, which include e-mails personalized to their needs, generic e-mails or text messaging ([See Slide A](#))
- Twenty-three percent of young men ages 18-24 indicated they are the most open to follow-up communication via text messaging when interested in a product or company, versus 5 percent of women their same age and 6 percent of total adults
- Women 65 and older are the least interested in personalized or generic follow-up e-mails from a company in which they have expressed interest, with 16 percent and 9 percent, respectively, being open to this type of communication
- Forty percent of men 65 and older prefer an interactive e-mail from a company they have expressed interest in; compared to just 23 percent of their female counterparts

(more)

Internet and E-mail Habits Among Ages and Incomes

- In 2007, women ages 18-24 have the highest level of Internet access at 96 percent, compared to 86 percent of men their same age and 83 percent of total adults (See Slide B)
- While 91 percent of men ages 25-34 have access to the Internet according to Vertis' study, 56 percent of these men do not read e-mail advertising, the highest such percentage among all other ages and genders
- For women earning more than \$75,000 a year, overall e-mail readership has increased during the past two years, from 40 percent in 2005 to 50 percent in 2007 (See Slide C)
- While only 1 percent of total adults read all e-mail advertising available to them, 20 percent occasionally read e-mails personalized to them, indicating the benefit to marketers created by crafting targeted online communication to consumers

Propensity to Receive Financial Advice Online

- Twenty-eight percent of young men ages 18-24 would consider receiving investment advice through the Internet, compared to 13 percent of women their same age and 13 percent of total adults (See Slide D)
- Twenty percent of men earning \$75,000 or more each year would consider using financial products, services or receiving investment advice online, compared to 13 percent of total adults and 12 percent of women in their same income bracket (See Slide E)
- Women earning between \$30,000 and \$50,000 per year are least likely to consider receiving financial or investment advice online, at 8 percent, compared to 14 percent of their male counterparts and down from 11 percent in 2003 (See Slide F)

About Customer Focus

Customer Focus is Vertis Communications' proprietary annual study tracking consumer behavior across a wide variety of industry segments — financial, credit cards, insurance, publishing, casino gaming, retail, automotive — and media including advertising inserts, direct marketing, and the Internet. The survey was first conducted in 1998 and, in subsequent years, has been expanded and modified to identify emerging consumer behavior patterns and track shifts in consumer practices and motivations.

To acquire a customized *Customer Focus*® *Tech Savvy* study or speak to a Vertis Communications executive, please contact Jesse Lovejoy or Kelly Hamor at (619) 234-0345.

About Vertis Communications

Vertis Communications is a premier provider of print advertising, direct marketing solutions, and related value added services to America's leading retail and consumer services companies. Vertis delivers marketing programs that create strategic value for clients by using creative services, color management technologies, proprietary research, customer targeting expertise, premedia and media services, combined with its world-class printing expertise. Headquartered in Baltimore with over 100 locations in the U.S., Vertis Communications has been recognized as one of *Fortune* magazine's "Most Admired Companies" in advertising and marketing. For more information, visit www.vertisinc.com.

This press release may contain forward-looking statements. The words "believes," "anticipates," "expects," "estimates," "plans," "intends," and similar expressions are intended to identify forward-looking statements. All forward-looking statements are subject to a number of risks and uncertainties that could cause actual results to differ materially from projected results. Factors that may cause these differences include fluctuations in the cost of raw materials we use, changes in the advertising, marketing and information services markets, the financial condition of our customers, actions by our competitors, changes in the legal or regulatory environment, general economic and business conditions in the U.S. and other countries, and changes in interest and foreign currency exchange rates.

Consequently, you should consider any such forward-looking statements only as our current plans, estimates, and beliefs. Even if those plans, estimates, or beliefs change because of future events or circumstances, we decline any obligation to publicly update or revise any such forward-looking statements.


Slide A

FOLLOW-UP COMMUNICATION

When you express interest in a product to a company, which of the following are acceptable forms of follow-up communication to you?

	Total Adults	M18-24	W18-24	M25-34	W25-34	M35-44	W35-44	M45-54	W45-54	M55-64	W55-64	M65+	W65+
Interactive (total)	55%	62%	64%	61%	65%	66%	62%	52%	53%	58%	53%	40%	23%
Email personalized to your needs	45%	50%	54%	52%	56%	54%	55%	45%	48%	48%	42%	28%	16%
Email with general information	28%	35%	36%	28%	29%	39%	33%	31%	27%	29%	25%	20%	9%
Text message	6%	23%	5%	9%	9%	5%	6%	4%	4%	3%	4%	4%	2%

Universe: Total Adults Source: © 2007 Vertis Customer Focus®: 2007 DM




Slide B

E- MAIL READERSHIP

Which one of the following best describes how you use e-mail advertising?

	Total Adults	M18-24	W18-24	M25-34	W25-34	M35-44	W35-44	M45-54	W45-54	M55-64	W55-64	M65+	W65+
Internet Access (Total)	83%	88%	96%	91%	94%	92%	92%	85%	90%	78%	74%	62%	50%
I never read e-mail advertising	42%	48%	42%	56%	44%	46%	42%	46%	47%	34%	33%	33%	32%
Total Read	41%	39%	53%	34%	50%	46%	50%	39%	43%	44%	41%	29%	18%
I occasionally read e-mail advertising based on my needs	20%	15%	28%	16%	27%	22%	19%	23%	15%	25%	21%	15%	8%
I only read e-mail advertising from organizations I am familiar	13%	8%	15%	14%	15%	11%	26%	11%	15%	10%	14%	5%	6%
I read all the e-mail advertising for products I want/need	7%	14%	10%	3%	6%	9%	4%	4%	13%	7%	7%	8%	4%
I read all the e-mail advertising available to me	1%	2%	1%	2%	1%	3%	1%	1%	1%	3%	0%	1%	0%
Do Not Have Access	17%	13%	4%	9%	6%	8%	8%	15%	10%	22%	26%	38%	50%

Universe: Total Adults Source: © 2007 Vertis Customer Focus®: 2007 DM



Slide C

E- MAIL READERSHIP

Which one of the following best describes how you use e-mail advertising?
Women \$75K+

	2005	2007
Email Access (Total)	94%	92%
I never read e-mail advertising	54%	42%
Total	40%	50%
I occasionally read e-mail advertising based on my needs	16%	23%
I only read e-mail advertising from organizations I am familiar	16%	21%
I read all the e-mail advertising for products I want/need	7%	7%
I read all the e-mail advertising available to me	2%	0%
Do Not Have Access	6%	8%

Universe: Total Adults Source: © 2007 Vertis Customer Focus®; 2007 DM



Slide D

FINANCIAL TYPES CONSIDER

From which of the following types of companies would you consider using financial products or services, or receiving investment advice?

	Total Adults	M18-24	W18-24	M25-34	W25-34	M35-44	W35-44	M45-54	W45-54	M55-64	W55-64	M65+	W65+
Thru the Internet	13%	28%	13%	26%	17%	16%	15%	12%	9%	10%	7%	6%	2%

Universe: Total Adults Source: © 2007 Vertis Customer Focus®; 2007 DM



Slide E

FINANCIAL TYPES CONSIDER

From which of the following types of companies would you consider using financial products or services, or receiving investment advice?

	Total Adults	M Under \$30K	W Under \$30K	M \$30-\$50K	W \$30-\$50K	M \$50-\$75K	W \$50-\$75K	M \$75K+	W \$75K+
Thru the Internet	13%	13%	10%	14%	8%	14%	13%	20%	12%

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Slide F

FINANCIAL TYPES CONSIDER

From which of the following types of companies would you consider using financial products or services, or receiving investment advice?

Women \$30-\$50K

	2003	2007
Thru the Internet	11%	8%

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