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**FOR IMMEDIATE RELEASE**

## **King Organization Becomes Part of Century Direct**

*King Executives Join Century Direct Management Team  
In Move That Will Bring Customers More Innovative Solutions*

**Paramus, N.J. (February 18, 2011)** ---The King Organization of Mt. Vernon, N.Y. ([www.kinglitho.com](http://www.kinglitho.com)), will become part of Century Direct, LLC, Long Island City, N.Y. ([www.centurydirect.net](http://www.centurydirect.net)), in a move that will enable customers of both companies to benefit from a more comprehensive line of direct marketing service offerings. The NAPL Business Advisory Team served as advisors to both companies, helping to determine a reasonable price and structure for the transaction.

Martin and Joseph Rego, King President and Vice President, respectively, will join the Century Direct team, and Century Direct will combine the King operation into its facility in Long Island City. Details of the transaction have not been disclosed.

“We are extremely pleased to welcome Marty and Joe to Century Direct,” said Mike Kellogg, Century Direct Chief Executive Officer. “King has been a highly respected part of the direct marketing landscape in New York for more than 50 years and the managements of both companies share a vision for the future that we will now be able to work together to achieve.”

“We’re delighted to become part of Century,” said Martin Rego. “We’ve known and admired them—and competed against them—for many years, and now we are proud to be part of such an excellent team. This move will benefit our customers in many ways.

(more)

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“By joining Century, we are really bringing our offerings up to the next level,” he continued. “Century has extensive database, Web, and programming capabilities our clients can utilize, as well as the traditional design, print, variable data, postal, lettershop, and fulfillment capabilities our clients expect. And its long history in the direct marketing industry, its excellent reputation, and its proximity to our key markets in the New York City metropolitan area are all very, very big pluses, and all will serve to further benefit our clients. We are looking forward to retaining, enhancing, and expanding our current client relationships and adding many new relationships we were previously unable to service.”

“We are excited to be able to bring additional technological advantages to King’s customers, such as an enhanced Web-enabled customer service experience,” said Kellogg. “We believe that our advanced capabilities are one reason we are expanding at a time when a lot of companies our size are retreating.”

NAPL Business Advisory Team members Tim Fischer, John Hyde, and Kathleen Appleton, worked closely with owners of both companies to establish terms for the transaction based on current marketplace standards in the direct marketing and mailing industry.

“As we worked with Century Direct and King, it soon became apparent to us that they shared very similar cultures, and that this fact, along with the good chemistry between the owners of both companies, will not only help bring the two organizations together, but ensure a successful combination now and for the future,” said NAPL Senior Vice President Tim Fischer.

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**About Century Direct:** Century Direct is a marketing services provider serving the direct mail marketing business since 1932. Today it has a special emphasis on data management, data processing, secure data interchange and digital printing. The company prides itself on staying in the forefront of technological advances, pioneering the use of high speed digital color and black and white systems for one to one marketing and communications use. Today, Century Direct works very closely with its customers to build data engines that are robust in both output and reporting. The company mails more than 100 million pieces of mail annually, much of it printed on its digital and offset presses. What sets the company apart is its dedication to customer service processes and a consultative approach to quality control that permits complete accountability and transparency ensuring the highest quality and most cost-effective handling of any project, large or small.

**About the NAPL Business Advisory Team:** NAPL offers company executives trusted advisors who can help them build long-term shareholder value through strategic business transactions. The Team provides merger advisory services, as well as helping companies with the strategic sale of a business, strategic partner assessment/procurement, acquisition of general intangibles, and post-merger integration services. For information, contact NAPL Senior Vice President Tim Fischer at (201) 523-6376 or [tfischer@napl.org](mailto:tfischer@napl.org) or NAPL Senior Vice President John Hyde at (201) 523-6313 or [jhyde@napl.org](mailto:jhyde@napl.org).

**About NAPL:** NAPL is a not-for-profit business management association representing companies in the \$80+ billion commercial printing and graphic communications industry in North America. NAPL’s comprehensive slate of business-building solutions provides company leaders with the management tools they need to make informed business decisions in an ever-changing market environment. For more information on NAPL, visit [www.napl.org](http://www.napl.org) or call (800) 642-6275.

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