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*NewsWire*

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For Immediate Release

## **DS Graphics Inc to acquire Fidelity Communications**

*Deal should close in the first quarter 2006*

DS Graphics Inc. has entered into an agreement to acquire Fidelity Communications of Everett, Ma, one of the region's premier suppliers of variable data, direct mail and fulfillment services. Fidelity Communications has been delivering unique marketing communications solutions involving expertise in printing, sales literature fulfillment, creative services, fundraising, and direct mail for more than 75 years.

Fidelity currently occupies a 100,000 sf facility, with a large percentage of its business being personalized 1 to 1 direct mail marketing, along with traditional print and fulfillment. This is an ideal fit for DS Graphics as a large portion of its current business in the digital print area is static copy reproduction.

Fidelity Communications and DS Graphics have robust web enabled controls that allow for easy and accurate sharing of information for customer convenience. This includes order entry, fulfillment, warehouse and many reporting options. The combination of both organizations will provide immediate benefits as a best of class single source solutions provider.

When announcing the plans to DS Graphics employees recently, CEO Jeff Pallis commented, "we are delighted to further expand the services offered to our customers and the addition of Fidelity Communications will add both expertise and continued customer friendly service".

"The most exciting part of the combination is that our customers will be able to access the technological advances and diversified experience of an ISO certified and respected organization such as DS Graphics", said Fidelity Communications CEO Bob Cipriani.