



NEWS RELEASE

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VERTIS COMMUNICATIONS RECOGNIZED WITH THREE WEB OFFSET ASSOCIATION PRINT AWARDS BY PRINTING INDUSTRIES OF AMERICA

Marketing Communications Company Recognized for Bringing Vibrant Color and Lifelike Imagery to Newspaper Inserts

BALTIMORE (April 7, 2010)— Vertis Communications, a results-driven marketing communications company that delivers inventive advertising, direct marketing and interactive solutions to prominent brands across North America, announced today that it received two first-place awards and one third-place award in the Web Offset Association (WOA) Print Awards from the Printing Industries of America, the world's largest graphic arts trade association.

The WOA Print Awards showcase the best offerings in the Web offset print arena. Despite a highly competitive field of submissions, Vertis won first place for both the overall craftsmanship and difficult design of its heatset advertising inserts for *Boston Globe* Comic and its retail advertising inserts for Sims Advertising's "Gorgeous Gardens," which replicated a flowering plant's full spectrum of deep green, royal purple and crisp white hues. Additionally, the company received third place accolades in the same retail category for its work for the *Toronto Star* Travel Extra, which captured a whimsical beach scene including sparkling sand and vivid blue ocean waves.

"We are honored to be recognized for the second time by Printing Industries of America for our high-caliber printed communications," said Doug Mann, senior vice president of operations for Vertis Communications. "The accurate replication of color and representation of life's images is essential to our customers' marketing communications and we are proud to help them provide superior printed collateral that engages and excites consumers."

Printing Industries of America is the world's largest graphic arts trade association representing an industry with approximately one million employees. It serves the interests of more than 10,000 member companies. Printing Industries of America, along with its affiliates, delivers products and services that enhance the growth, efficiency, and profitability of its members and the industry through advocacy, education, research, and technical information.

Winning entries will be displayed and the awards will be presented during the WOA's 2010 Offset & Beyond conference being held May 17-19, in Baltimore, MD.

For more information on Vertis' award-winning advertising inserts, please contact Nicole Smith at 212.219.0321 or smith@formulapr.com.

About Vertis Communications

Vertis Communications is a results-driven marketing communications company that delivers inventive advertising, direct marketing and interactive solutions to prominent brands across North America. Our deep industry knowledge and extensive range of offerings—including integrated data solutions, digital program management systems, creative services, world-class print and mail production, logistics, out-of-home and business process outsourcing—are used to deliver superior program performance that drives bottom line results for our clients. With 100 strategically positioned locations and 5,500 dedicated professionals, we deliver impeccable quality and fast turn-around to any market. For more information visit www.vertisinc.com

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Boston Sunday Globe

NEW ENGLAND'S LARGEST NEWSPAPER

DILBERT™ by Scott Adams



CUL DE SAC by Richard Thompson



GET FUZZY by Darby Conley



ASK SHAGG by Peter Garen



X1 SUNDAY ON SU3



COMPOSITECMX

HAWAII, TRADITIONAL AND TRENDY, X2 SWEET LIFE IN ST. KITTS, X2 CRUISING'S NEW WAVE, X4

TORONTO STAR SUNDAY, OCTOBER 4, 2009

Travel

EXTRA

SUN SPOTS

THERE'S A REASON WHY THEY CALL FLORIDA'S GULF COAST, SIMPLY, 'THE BEACH' X6

Home | Rights | Packages | Hotels | Cars | Cruises | Activities | Insurance | Deals | Destinations | More | Business

Come On Beach Happy!

The sunscreen is on you. The Trip Cancellation Insurance is on us.

Expedia.ca
Your trip, your way.

gorgeous gardens



New Guinea Hanging Baskets

Offer called "sunshine baskets" these spectacular and vibrant hanging plants will bloom continuously all summer long. Vibrant evening sun. Best for hanging in a shady garden or for adding color to porches. Reg. \$12.00

8.99
save \$4
this week only!

feature item

Double Wave Petunias

Striking double flowers on trailing plants. Very vigorous plants provide a dazzling display in the garden. An excellent choice for flower boxes, hanging baskets and window boxes. see page 4 for more premium annuals...

Norman's
Garden gallery
gardengallery.ca