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## IMPACT ACQUIRES ZIPSORT DIVISION

*Addition of statement processing, laser operation and lettership capabilities doubles capacity*

MINNEAPOLIS (April 22, 2008) – [Impact](http://www.impactmailing.com) (www.impactmailing.com), a large-scale direct mail marketing provider, announced today that it acquired the statement processing, laser operation and lettershop capabilities of Twin-Cities based [ZipSort Inc.](http://www.zipsortinc.com) (www.zipsortinc.com). The acquisition doubles the 25-year-old company's mailing and fulfillment capacity — from an average of 600,000 pieces to more than a million pieces of mail each day.

As part of the agreement, Impact will continue to support current ZipSort clients and ongoing contracts. In addition to the equipment, Impact will move the 102 ZipSort employees supporting the capabilities to Impact's facility at 4600 Lyndale Ave. North in Minneapolis. The consolidation of the two operations is expected to be completed by the end of 2008.

“This acquisition better positions Impact to address the changing industry landscape and serve our clients,” said Tim Johnson, CEO, Impact. “The acquisition strengthens our core business while adding capabilities and capacity, enabling us to deliver our customers an even broader range of creative-data-print-mail services.”

In order to accommodate the growth as well as the additional equipment and personnel, Impact will be adding 60,000 square feet to its facility.

In tandem with the acquisition, Impact has also formed a strategic relationship with [PitneyBowes PSI](http://www.psigroupinc.com) (www.psigroupinc.com), an industry leader in the presort/commingle services. Through this relationship, Impact customers have access to expanded services while still maintaining the level of customer support and service they expect from Impact.

“An outgrowth of the ZipSort acquisition, the PSI relationship provides advantages of scale without losing touch with Impact's core values,” said Johnson.

### **ABOUT IMPACT**

Providing top-quality direct mail services for more than 25 years, Impact (formerly Impact Mailing & Fulfillment) creates large-scale direct mail marketing programs for various companies. Founded in 1983, the Minneapolis-based company has nearly 200 employees. For more information, visit [www.impactmailing.com](http://www.impactmailing.com)

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