



FOR IMMEDIATE RELEASE

WorkflowOne Launches End-to-End Solution for Retail Chains

ProfileOneSM To Optimize Point-of-Purchase Marketing and Reduce Costs

Dayton, Ohio, August 30, 2011 – WorkflowOne, a leading provider of print management, marketing and distribution services, today announced “ProfileOne,” a software solution that allows retail chains to optimize and closely manage their point-of-purchase (POP) marketing efforts, materials and expense. Using WorkflowOne’s ProfileOne location profiler, retailers can better tailor POP programs by reducing production and distribution costs, increase speed to market, customize marketing messages by location and optimize their overall POP retail effectiveness.

WorkflowOne’s ProfileOne is best suited for organizations that either have significant physical variety in their retail locations (different numbers of windows, registers, end caps, etc.) or those who wish to create more targeted POP materials to improve their effectiveness. ProfileOne manages the intricate relationships among location variables, POP items and the numbers and dimensions of fixtures and places where POP can be placed, allowing companies to produce very precise quantities, ship very accurate POP quantities to each location, and allow those POP items to be highly targeted to that location’s clientele.

“Today’s retailers work hard to create an engaging environment for shoppers and one that will drive first time and repeat buyers,” said Thomas Rizzi, Chief Sales Officer at WorkflowOne. “POP materials, properly displayed and customized for a local market and timed correctly with other marketing efforts, can make a significant difference in whether or not shoppers take action.”

By combining its web-based location profile management software with a nationwide footprint of manufacturing, warehousing and distribution facilities and its expertise in freight and logistics, WorkflowOne can minimize problems associated with large POP-based marketing programs while providing significant cost savings. In fact, when WorkflowOne analyzed the retail distribution methods of one of the nation’s leading wireless providers, the company found a number of ways to save its customer money. Today that same customer saves approximately \$18 million annual on retail POP distribution.

About WorkflowOne

WorkflowOne is one of the largest providers of print management, marketing and distribution services in North America. The company provides a wide range of products and services, including business documents, electronic print and mail solutions, branded merchandise, label solutions, sales and marketing collateral, and

distribution services. WorkflowOne has been ranked #1 among print distributors by *Print Professional* magazine over the past four years, the “Top Distributor of 2009” by *Print Solutions* magazine, and recognized with the Supplier Performance Award by Premier Healthcare Alliance. For more information, visit www.workflowone.com or call toll-free 877-735-4966.

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Note: This solution’s name was changed to ProfileOneSM on November 23, 2011, from what was originally announced on August 30, 2011.