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Action Mailing Services Acquires Denison Mailing Service

Merger offers customers enhanced traditional and emerging mail and communication services, high-level data security and expanded capacity.

Plymouth, Minn. – July 31, 2009 – [Action Mailing Services, Inc.](#), a provider of mailing, fulfillment and digital print services, today announced that it had acquired the assets of Bloomington-based [Denison Mailing Service Inc.](#) to form one of the region’s leading mailing and fulfillment organizations. Action did not disclose terms of the transaction, but indicated that the two companies’ 2008 combined revenues totaled slightly more than \$8 million.

Poised to anticipate customer needs and regulatory requirements

Tony Zirnhelt, Action’s president and head of the combined companies said: “For years we have admired Denison for its competency, customer care and quality of its services. In fact, we have competed for some of the same business and operate in many of the same market sectors including financial services, insurance, education, health care, manufacturing, and non-profits. However, the services we provide within those industries are complementary, thus expanding our overall service offering and business base as a combined company.”

Zirnhelt continued, “Each of the two firms also has distinct specialties. Action is known for employing advanced technology to ensure the quality of mailings and absolute security of sensitive data; meeting financial, insurance and health care industry security requirements; proficiency in successfully producing large, complex projects; and expertise in researching and acquiring highly targeted lists for customers. Denison adds a greater focus on high speed, inline packaging, as well as digital book printing and finishing,” he added.

Zirnhelt concluded: “Together, we will provide customers with faster project turnaround, expanded capacity and enhanced capabilities to manage the convergence of direct mail communication with electronic delivery and emerging online technologies.”

Founded in 1950 to provide mailing services for its parent T.S. Denison, an early childhood publishing company, Denison has a staff of 30.

About Action Mailing Service Inc.

Action has provided mailing and fulfillment services to business-to-business and business-to-consumer customers since its founding in 1967. It successfully employs advanced technology to provide its customers with absolute accuracy, quality, data security, and on-time turnaround of small to large and complex projects. The company operates out of its headquarters in Plymouth, Minn., a suburb of Minneapolis, and serves the European marketplace from its Peterborough, England, location. For more information visit www.actionmailing.com.

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