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For Immediate Release:

AMSP, NAPL Boards Move Toward Consolidation

*Directors Pass Resolution Directing Due Diligence
Leading to Recommendation for Consolidation to Members.*

(San Diego, Calif. - June 25, 2013)—The Boards of Directors of the Association of Marketing Service Providers (AMSP) and the National Association for Printing Leadership (NAPL) have unanimously passed the following resolution:

Joint Resolution of AMSP and NAPL

Whereas the Boards of Directors of the National Association for Printing Leadership and the Association of Marketing Service Providers recognize that a major transformation is taking place in the printing, mailing, and distribution services industry, and

Whereas the members of each organization continue to expand their business offerings to meet the changing demands of their customers by providing complimentary products and services, and

Whereas market conditions require maximum efficiency in product, service, and program delivery, and

Whereas NAPL and AMSP seek to remain relevant and necessary to their respective members and to the companies in a rapidly transforming industry as well, and

Whereas the elected and staff leadership of each organization are in alignment relative to culture, vision, and values,

Now, therefore, be it resolved that the Board of Directors of the Association of Marketing Service Providers and the Board of Directors of the National Association for Printing Leadership endorse a resolution directing their chief staff executives and a joint task force, to be appointed by the respective Board chairs, to conduct the due diligence necessary to bring their members a recommendation for consolidation of the two associations.

Approved this day, June 25, 2013.

(more)

AMSP, NAPL Boards Recommend Merger/2

“With increasing numbers of our NAPL and NAQP members adding or increasing their mailing, fulfillment, and marketing services, this merger would give NAPL an opportunity to provide them with a great number of valuable additional resources that will help them grow their businesses,” says Nigel Worme, NAPL Chairman.

“I have long been familiar with NAPL, the quality of its printing business management services, and the expertise of its staff,” says AMSP Chairman Tom Duchene. “I know that our members would benefit greatly from access to the resources NAPL offers.”

AMSP is the national trade association for the mailing and fulfillment services industry. For more than 93 years, AMSP has been working to improve the business environment for mailing and fulfillment companies and to provide opportunities for the learning and professional development of the managers of these companies.

Celebrating its 80th anniversary in 2013, NAPL is a not-for-profit business management association representing companies in the \$80+ billion commercial printing and graphic communications industry in North America. NAPL’s Business Advisory Team services are part of a comprehensive slate of business-building solutions that provide company leaders with the management tools they need to make informed business decisions in an ever-changing market environment

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